Dallas NOVEMBER - 1960

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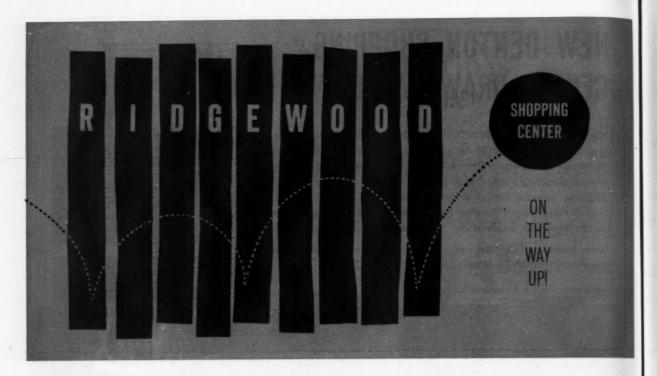
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areport to the cities the dynamics of our contempond challenge to urban planning the problems were the compact of the compact of the compact of the challenge to urban planning the challenge to urban planning the problems were the compact of the compact of

the dynamics of our contemporary society issue challenge to urban planning that must be met. □□ Solutions to a number of major office and commercial land use problems were proposed with the historic opening of Empire Central, Dallas, in November, 1957. Enthusiastic acceptance by the nation's business leadership has made its advanced planning and environment a functioning reality. today, Empire Central contains regional operations of General Electric Company, Allstate Insurance Company, Insurance Company of North America Companies, Hardware Mutuals Insurance and the Ford Marketing Institute. Home offices include Southwestern Drug Corporation, New Moon Homes, Inc. and A. Earl Cullum Jr. and Associates. The center of world operations for Core Laboratories, Inc. is now in Empire Central. A dozen additional facilities are being planned or constructed including district offices for the Texas Employment Commission. the modern concepts of Empire Central are now much more than a planner's dream come true. They represent a tangible victory for the American way of

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HE gala opening of Oak Lawn in the first decade of the present century was a significant milestone in Dallas' real estate development. Horse drawn equipment, wagons and the buggy in the background, date the period. In the foreground of the above photograph in the Panama hat is Charles F. Bolanz who with J. F. Murphy, founded the pioneer real estate firm of Murphy & Bolanz in 1874. One of their first offices was at 721 Old Main Street. In the eighties, when Dallas was a center of Texas Immigration, the firm maintained a complete map department staffed by a colorful group of European Army Officers. Some of the earliest maps of Dallas were made by this firm. Many of these are now collector's items. Through the years this firm has had an important part in Dallas real estate development. In September, 1937, the present head, W. C. (Dub) Miller joined the company and in November, 1956, its name was changed to Bolanz & W. C. (Dub) Miller. During the past quarter century the firm has carried on an extensive property management and insurance business. Now in its eighty-sixth year the firm has spanned the development of Dallas from a pioneer village to one of the leading metropolitan centers of the nation.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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CONTENTS THIS MONTH

		Page
HAL DAWSON	Inside DALLAS	11
Director, Public Relations	Washington Report: Old Principles and New Frontiers	14
hairman, Editorial Board	Growth: Synonym of Real Estate in Dallas	16
	Real Estate Board Fosters Dallas' Growth	20
KATHERINE GAINES	The Dallas Show-Stopper: Planned Industrial Districts	22
201101	Planned Residential Areas Encircle Dallas	24
THOMAS J. McHALE	Remarkable Downtown Dallas	26
Advertising Manager	Planning Underlies Progress	28
	Dallas Hosts Largest Real Estate Convention in History	30
LOIS MILLS DURDEN	Annual Dinner Announced	34
Advertising Associate	Corporation Presidents Tour Dallas	36
	Life Members Honor Two	39
LOUISE TATE	Membership Committee Goes Over Top	40
Advertising Assistant	City Hall Report: Dallas Fire Prevention Council	46
	Public Education in Depth Sparks Philadelphia Redevelopment Program .	48
	Young Men Going Places: Vance Miller	57
	Women in Business: Mrs. A. C. Knickerbocker, Jr	74
	Ad Index	92
	Pioneer Pages	, 93



VOLUME 39

(o. 1807 1887

100

NUMBER 11

Chamber News	51	Aviation
World Trade	52	New and Expanding
Clubs and Associations	54	Businesss
Arts and Music	58	Appointments and
Nous Spatlight	40	Promotions

NOVEMBER • 1960

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77

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Inside DALLAS

The Dallas story told in terms of real estate is presented in this issue in conjunction with the mammoth convention of the National Association of Real Estate Boards and related societies held in Dallas this month.

The key word for the entire issue is "growth," and this overwhelming Dallas trademark predominates in every article. The issue's first article, however, concerns itself entirely with growth, with interesting charts and a map to show clearly the tremendous progress of Dallas.

Other aspects of real estate are presented in a series of articles on industrial districts, office buildings, residential areas and Dallas planning.

Primarily in pictures, DALLAS also tells the story of the Real Estate Convention.

Another picture story in this issue presents the interesting Corporation Presidents Day, held last month by the Dallas Chamber.

Another outstanding day in October was "Jack Hospers Day in Dallas," as proclaimed by Mayor R. L. Thornton. This story is presented by November DALLAS.

On this month's cover is Downtown Dallas. Probably no place in the nation is there a more fitting picture for the caption: "A Real Estate Success Story." Color aerial photography by Squire Haskins.



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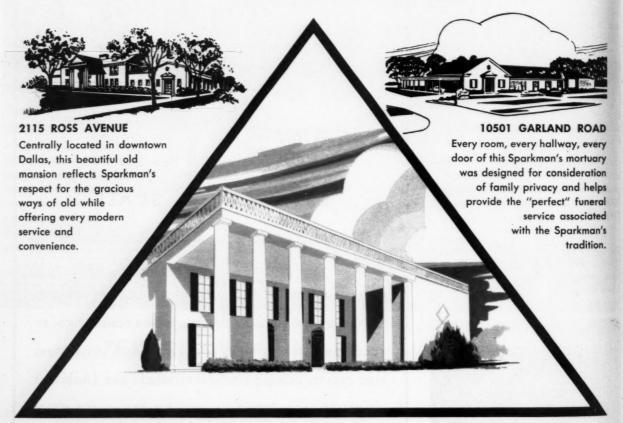
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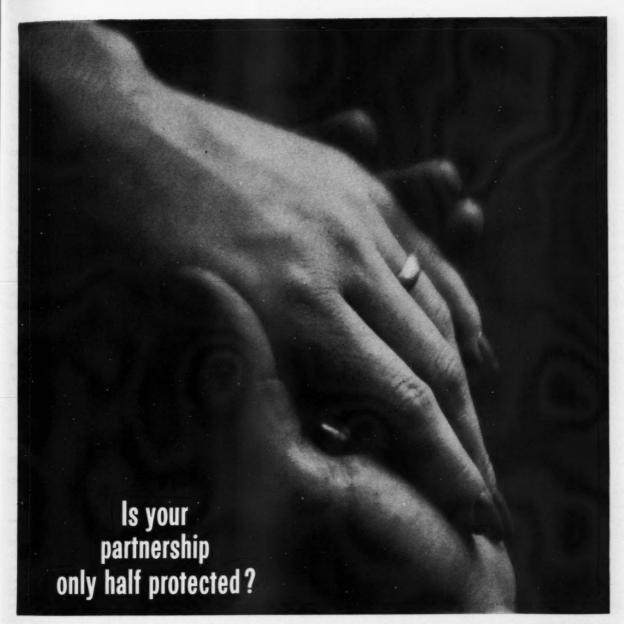
This is Sparkman's Oak Cliff Chapel, 315 S. Hampton. Modern in every way.



The pyramid emblem of membership in National Selected Morticians is an exclusive and proud possession of Sparkman's Morticians in Dallas. It is a national recognition of leadership and devotion to the very highest standards of the Funeral Service Pro-

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DALE MILLER'S

WASHINGTON

FPOR



Old Principles and New Frontiers

During the hectic weeks of the presidential campaign leading up to a climactic and fateful November 8th, much of the political drama was supplied by the apprehensions felt by millions of thoughtful Americans that the election of John F. Kennedy would commit the nation inexorably to a sweeping course of liberalism in the years ahead. It is scarcely surprising that such fears became engendered, since only a cursory reading of the Democratic platform would suffice to excite them; and the youthful exuberance and vitality of the nominee did nothing to allay them. The combination of such a platform and candidate, enveloped in a nebulous mission toward some "new frontier", understandably produced considerable concern among many responsible segments of the American electorate.

In view of the election of the Democratic nominee, and the election of substantial Democratic majorities in both Houses of Congress with whom he will have the opportunity to work-thus bringing to an end the "divided government" of the past few years which has been instrumental in forestalling the enactment of some liberal legislation -- it would indeed appear that all conditions conducive to the pursuit of a liberal program have fallen conveniently into place. Under the circumstances, therefore, it might seem anomalous to suggest that such appearances are misleading and superficial, but it is the conviction of this observer, at any rate, that they are. It is my considered opinion that despite the election of the Democratic ticket the vote over-all reflected a predominantly conservative, rather than liberal, trend in the political thinking of the American people.

There are a number of significant factors to support this view. To begin with, the virtually unprecedented closeness of the popular vote would in itself refute any supposition that the nation had been engulfed by any liberal tide. It is no re-

flection on the Eisenhower Administration to suggest that after eight years of rule by one political party, whether Democratic or Republican, the electorate would likely be more susceptible to the adventure of change than to the prosaism of perpetuating a status quo. Kennedy had this advantage, subtle though it was, and thus had more versatile political weapons at his command than Nixon could draw upon. Yet, though he sought in every manner to exploit this susceptibility, the results of the election provide little indication that it was a material factor. Indeed, however paradoxical the thought may appear to be, the vote seemed to suggest more of a resistance to change than a desire for it.

A more pertinent and tangible indication of a moderate trend is supplied by the results of the Congressional races. It is traditionally true in American politics that a winning candidate for President will most often carry to victory with him a larger number of Congressmen of his own political party than were in office theretofore. It would thus have been expected that a Kennedy victory would have augmented the Democratic majority in Congress, or at least maintained it. But the converse was true. The Republicans captured two Democratic seats in the Senate and at least 22 in the House-and the latter figure may be revised upwards after recounts in certain races, underway at this writing, are completed.

Of greater significance than the mere number of Democratic districts won by the Republicans, however, is the location of them. It is a remarkable fact that in the thirteen Border and Southern States—the tier of traditional conservatism—not a single member of Congress, either Democratic or Republican, was defeated for reelection. The 24 or more Democratic Senators and Representatives who lost to Republican opponents were all of the more liberal wing of the party in the North and

West. It would be difficult to interpret this significant development as anything other than a clearly discernible manifestation of moderation in the political thinking of the people as expressed at the polls.

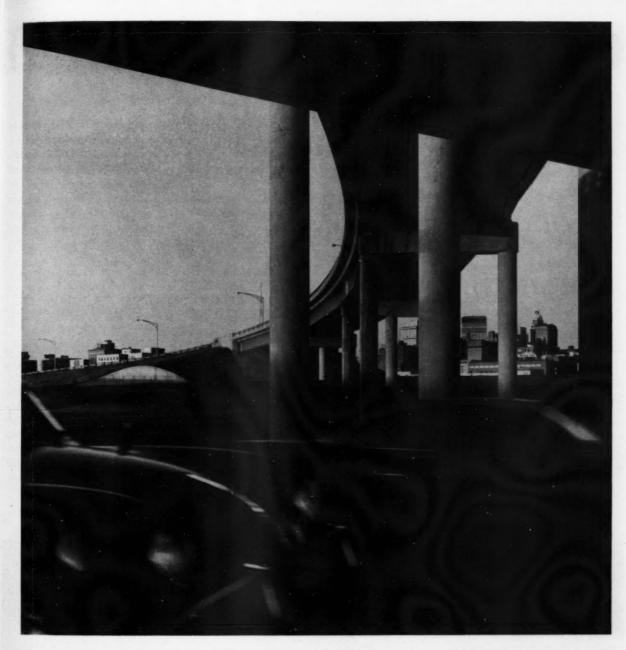
This is not to suggest that these political factors will in any way inhibit the Kennedy administration from exerting an aggressive effort to enact some liberal program. The prospects that it will do so are apparent. But it does suggest that any such effort can be expected to encounter a stiffer resistance on Capitol Hill than he himself may now anticipate. For many years the most effective bulwark against liberal forces has been supplied by the coalition in Congress of Southern Democrats and Republicans; and it is an interesting and perhaps ironical fact that the same election which effectuated the liberal platform of the incoming Administration also strengthened the machinery in Congress to resist it.

And finally, presiding loftily over the Senate of the United States, will be the day-by-day reminder to President Kennedy of the method by which his office was achieved, a reminder in the formidable person of Lyndon B. Johnson. No

Catalyst of a triumph: Johnson bequeaths to Kennedy an obligation to the conservative South.

presidential candidate in history had more reason than Senator Kennedy to be beholden to his runningmate, for all responsible political observers freely acknowledge that only Lyndon Johnson could have reclaimed Texas and the South to the Democratic Party, particularly in such repugnant circumstances, and certainly Mr. Kennedy could not otherwise remotely have hoped for victory.

If Lyndon Johnson was, in this highly important respect, the catalyst of the Democratic triumph, then prudent reflection should suggest to Mr. Kennedy that the ingredients which put together his victory were borrowed—and only borrowed—from a proudly conservative South. Far from construing his election as any mandate for liberalism, he should detect and acknowledge his obligation to those forces of conservatism which were diverted to his cause—in the hope and expectation that basic principles can be made to direct his quest of the new frontier.



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Give us an opportunity to say YES!

Growth: Synonym for

All Statistical
Measures Reflect
Tremendous
Expansion

No matter how you look at it, the most striking aspect of real estate in Dallas is the tremendous — almost unbelievable — growth undergone by the area. Pick any statistical measure to determine this growth and the curve goes up, up and off the chart.

Of course, real estate is no exception. Growth is the best description for almost every phase of the Dallas economy, particularly in the past 15 years. But the description is most apt for the field of real estate, for it is this area of city development that serves as a barometer for all others.

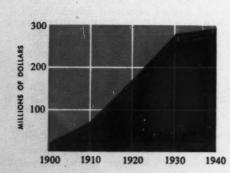
In Dallas, where growth and progress have predominated in every field, real estate has reflected and magnified this growth in its own activities.

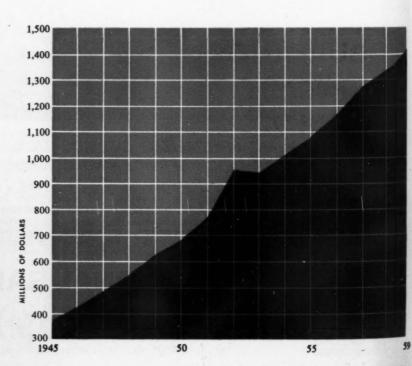
In both annual and cumulative statistics, the Dallas record is one that any city would envy.

In 1900 the total assessed valuations for the City of Dallas were \$23,016,600. This figure was doubled in 1910 and doubled again in 1920. The reports for 1930 and 1940 reflected the national economic conditions but since 1945 the Dallas valuations have soared again, with the 1950 total of \$684,007,140, double that of 1940. Percentage increases, of course, sometimes reflect not a particularly large gain but a small initial base. Still, Dallas managed another 100% increase during the 1950's, with a 1959 city valuation of \$1,418,187,650. All of these City of Dallas figures are based on 65% of approximate 1940-41 cost values.

ASSESSED VALUATION

CITY OF DALLAS





Real Estate in Dallas

Dollar value of building permits present a yearly record of growth that has fluctuated from year to year but has always moved generally up. Largest building year in Dallas history, as measured by building permits, was 1955, when \$167,084,592 in permits was recorded by the City of Dallas. This was almost reached in 1959, however, as \$164,750,101 was totaled.

of

As far back as 1825 Dallas was astounding the nation with its building, for in that year the comparatively small city recorded \$28,829,012 in building permits, a figure that was not to be matched again until 1946 — and, even then, matched with 1946 dollars, not those with the buying power of 1925.

Another indicator of construction, building contract awards as reported by F. W. Dodge, show the past two years to have been the best in Dallas County history. The 1959 total of \$171,635,000 for residential contracts was the largest ever reported, and for non-residential projects, the 1958 mark of \$107,614,000 was tops. These reported figures also fluctuate but show a general trend upward.

During the decade of the 1950's, construction in Dallas County reported these fabulous figures:

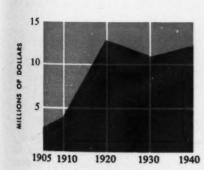
Non-residential buildings — 56,861,000 square feet Non-residential contract awards — \$770,205,000 Dwelling unit building permits — 119,484 Residential contract awards — \$1,268,660,000 Complete figures on Dallas County building contract awards of the 1950's, as reported by F. W. Dodge:

						Residential	Non-Residential
1950					\$	115,001,000	\$ 47,344,000
1951						112,865,000	79,041,000
1952						134,687,000	50,713,000
1953						102,567,000	58,962,000
1954						122,351,000	69,835,000
1955						148,524,000	82,532,000
1956						99,620,000	87,076,000
1957						113,935,000	93,992,000
1958						147,475,000	107,614,000
1959						171,635,000	93,096,000
TOTA	AI.				\$1	1,268,660,000	\$770,205,000

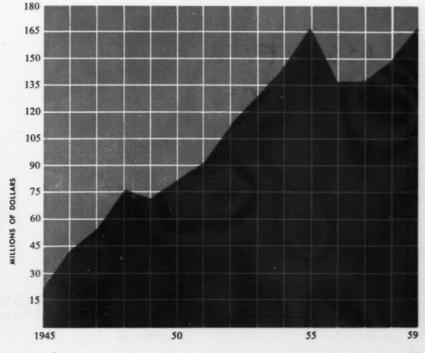
While the decade of the 1950's saw the City of Dallas continue its tremendous growth, the most startling story came from the other towns in Dallas County. Some that were scarcely more than villages in 1950 became real cities during the decade. Growing cities such as Irving, population 45,489; Garland, 38,103; Mesquite, 27,345, and Grand Prairie, 29,791, surround Dallas and provide growth potential for the entire area.

BUILDING PERMIT VALUES

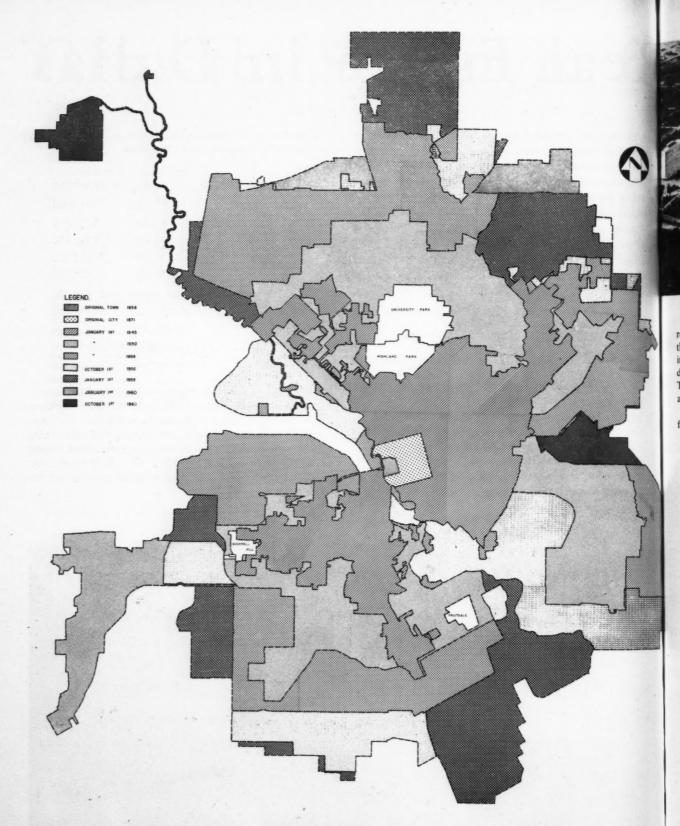
CITY OF DALLAS



DALLAS . NOVEMBER, 1960



17



Growth of Dallas: 1856-1960



An outstanding example of planned expansion and growth is the \$250,000,000 Exchange Park "city within a city".

It is these population census figures that provide the most recognizable proof of Dallas' growth. While still incomplete, they show the area growing, in some respects, even more than its wildest boosters had claimed. For the City of Dallas, the decade of the 1950's recorded a growth of 237,567, or 54.7%. The county growth was 328,701, or 53.5%, a higher rate than any other major Texas county.

Complete population increase and rate of growth figures for the entire twentieth century:

CITY OF DALLAS

Period						Amount	Percent
1900-10						49,466	116.1%
1910-20				,		66,872	72.6%
1920-30						101,499	63.9%
1930-40						34,259	12.9%
1940-50						139,728	47.4%
1950-60						237,567	54.7%

DALLAS COUNTY

Period		4	10				Amount	Percent
1900-10							53,022	64.2%
1910-20							74,803	55.1%
1920-30							115,140	54.7%
1930-40							.72,873	22.4%
1940-50							216,235	54.3%
1950-60							328,701	53.5%

The City of Dallas itself has grown steadily in area, particularly during the 1950's, as the map accompanying this article shows. Complete twentieth century figures on City of Dallas population and area:

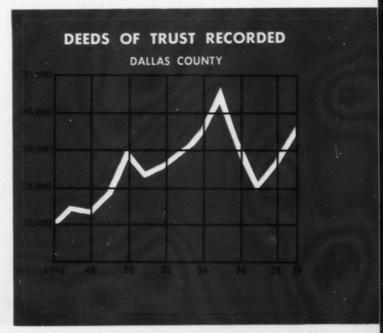
								Sq. Mi.
Year							Population	Area
1900							42,638	9.78
1910							92,104	18.31
1920		1					158,976	23.54
1930								45.11
1940								45.59
1950								117.59
1960							672.029	277.07

Not only has Dallas continued to grow statistically, but it has grown in the size and scope of projects it attempts. The industrial developments described in another article in this

issue reflect the tremendous progress of the city and the towering skyscrapers, sprawling residential areas and ambitious shopping centers illustrate Dallas growth.

But some projects are even more exciting. One of these is Exchange Park. National enthusiasm over the project has mushroomed it in barely eight years from a \$50 million dream into a \$250 million giant, a true "city within a city." Already existing are a 14-story bank building, another 10-story office building and a six-story utilities building. Work began this month on a second phase which will add 5 million square feet of space and will include a luxury hotel, a major department store and another 14-story office building. On 140 wooded acres less than four miles northwest of Downtown Dallas, the project has received international attention.

But this fabulous city of Dallas itself has also amazed visitors from all over the world with its tremendous growth . . . and it will continue to do so.



Real Estate Board Fosters Dallas Growth

Forty-six years ago, a group of men who described themselves as "the majority of the Real Estate men and firms of Dallas," formed the Dallas Real Estate Exchange and agreed to "abide by" a schedule of commissions which they established at that time.

Several of the 41 men who signed that 1914 agreement still are active in realty circles in Dallas today and in the Dallas Real Estate Board which grew out of that early-day Real Estate Exchange.

Some of the men who banded together into the Exchange 46 years ago since have served as presidents of the Dallas Real Estate Board, including the late Lawrence Miller, Sr., first president of the DREB and first president of the Texas Real Estate Association.

Henry Miller, Sr., another former Dallas Real Estate Board president who signed the 1914 agreement among Exchange members, terms the formation of the Exchange "the start of a wonderful relationship between real estate brokers in Dallas."

"Before then, the city's businessmen generally did not regard the real estate business as the most ethical business in Dallas," Mr. Miller recalls, "There were numerous instances of commission-cutting and some of the brokers had reputations for doing almost anything in order to make a deal."

Establishment of the Exchange — and the subsequent formation of the Dallas Real Estate Board in 1919 — did much to eliminate "the chiseling real estate broker and to wipe out chaos in the real estate field in Dallas," Mr. Miller pointed out.

"Today, the real estate business has become a profession for many persons," the veteran Realtor declared, "with all of the responsibilities and standards of ethical conduct that the word 'profession' implies."

Mr. Miller emphasized that a realtor is "a person who belongs to the National Association of Real Estate Boards and, of course, to his local Real Estate Board. Only a person belonging to the NAREB can rightfully call himself a realtor, and anyone belonging to the NAREB must observe the organization's code of ethics and rules of professional conduct."

In addition to their professional work, which for many realtors includes participation in the activities of any of eight institutes, councils and societies affiliated with the NAREB, Dallas Real Estate Board members are active in the constantly-expanding civic work of a growing metropolitan center.

DREB members serve on the City Plan Commission, Dallas school board, the city rehabilitation committee and numerous similar organizations, as well as participating individually in community welfare and fund-raising programs of all kinds.

Additional evidence of the increasing importance of the professional aspects of real estate work in Dallas is found in the real estate courses offered by the Southern Methodist University School of Business Administration and by Dallas College, the evening branch of S.M.U.

Members of the Dallas Real Estate Board not only serve as guest lucturers for real estate courses taught at these schools, but place considerable emphasis on educational work within their own ranks. In addition, the Dallas Real Estate Board regularly contributes to the support of the S.M.U. real estate library.

Typical of the constructive service record of the Dallas Real Estate Board was their sustained campaign in the middle thirties to restore confidence in Dallas real estate. This activity shows up in old scrap books of B. H. Majors who was president of the Board in 1934 and 1935. The Board sponsored a series of ads in Dallas newspapers pointing up the investment advantages of various types of Dal-

Frank H. Malone, president of the Dallas Real Estate Board, reviews the association's 46-year history. In the background are photographs of past presidents of DREB.



las real estate. This was supplemented by copy captioned: "Daily Chats on Real Estate"; featuring photographs and concise messages by individual realtors,

The roster of the Real Estate Board of this period recalls such leading realtors as

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Hugh E. Prather, vice-president of the board, J. W. (Pat) Murphy, chairman of the appraisal review committee; Fletcher McNeny, chairman of the business property appraisal committee; Porter Lindsley, chairman, industrial property appraisal;

J. D. Cullum Jr., chairman, residential property appraisal committee; R. H. Gamble, chairman, suburban business property appraisal committee and A. C. Mose, chairman, suburban acreage appraisal committee.

The Major's scrapbooks reflect the efforts of leaders and individual members of the Real Estate Board and other leading Dallas citizens to secure the Texas Centennial for Dallas in 1936 and the effort to capitalize on Dallas' real estate expansion of a quarter century ago to restore confidence in Dallas future and move forward.

During the 1954-1955 administration of the DREB, the Dallas realtors also successfully organized the Dallas Real Estate Board Education Foundation, a non-profit operation designed specifically to aid both realtors and their staffs, as well as interested persons in allied fields and the general public, in a continuing education program,

Periodically, the Board's educational foundation presents a program of an educational nature at the weekly luncheon meetings of the DREB membership. Members also attend and participate in real estate seminars and schools held in Dallas and other Southwestern and Southern communities.

"Purpose of these seminars, as well as the prime purpose of the Institutes and Societies affiliated with the National Association of Real Estate Boards is to increase our professional knowledge so we can better serve the public," emphasized Frank H. Malone, DREB president.

The preparation of standardized contract and lease forms commonly used in Dallas real estate transactions is but one example of the services performed by the Dallas Real Estate Board to assist both its members and the home-buying public of Dallas.

Still another example of Board services that assist the public is the DREB Multiple Listing Service, a cooperative method of listing and selling Dallas homes. The MLS began operations in February, 1953 and since then the approximately 400 realtors and sales people who are MLS members have sold some 10,000 Dallas properties for about \$160 million.

From the original 41 real estate agents who organized the Dallas Real Estate Exchange 46 years ago, the Dallas Real Estate Board now has become the largest organization of its kind in the South—with a total membership of some 1,250 individuals and firms.

This page from the old scrapbook of B. H. Majors shows an example of a 1934 ad sponsored by the Real Estate Board to encourage investment in Dallas real estate.

THE DALLAS DISPATCH-APRIL 1, 1934.

Looking Forward

By B. H. Majors, President of the Dallas Real Estate Board.

Confidence is returning and we are rapidly leaving the depression behind us. Fundamental forces are steadily and swiftly working for a sound era of prosperity.

Real estate touched bottom some time ago. Some investors have already shown profits in recent purchases. Smart Money—the term is used collectively—has just started to buy, because seasoned investors have begun to study and analyze the facts. When the men who represent this so-called Smart Money find the result of such study justifies the investment, the buying begins and the price continues upward. The general public will fall in line with Smart Money and price increases are the result.

It might be well to define the term Smart Money. It is not some hidden secret of finance. It means simply what the words imply. It stands for men who have made their money by their own efforts, men who study an investment and act after they find it sound and logical, and, in the majority of cases, the very men who are called lucky by those of us less far-sighted and ignorant of the facts. The man who will come under the term Smart Money tomorrow, is the man who, today, is taking advantage of decreased values.

At this time real estate is sound as it has always been when bought for an investment on an investment basis; but when bought now it is almost sure to increase in value, due to increased building costs and an active market.

Dallas Real Estate Board

This is the fifth of a series of articles by members of Dallas Real Estate Board

The Dallas Show-Stopper

Dallas' Many Planned Industrial Districts Overwhelmed Visitors During the Convention of the National Association of Real Estate Boards.

The Dallas show-stopper, as far as most of the visitors to Dallas for the National Association of Real Estate Boards convention were concerned, was the tour of industrial districts. While many aspects of the city received praise from the visiting realtors, the planned industrial districts drew their highest acclaim. The visitors were admittedly overwhelmed by the Dallas vision and planning as exemplified by not one but many outstanding industrial districts.

They could well agree with W. C. Windsor, Jr., developer of the Brook Hollow Industrial District, who told the Institute of Planning & Zoning at Southern Methodist University early this month, "The City of Dallas has been particularly visionary in anticipating the requirements of industry since the early 1930's. Cooperation with developers and zoning protection has enabled Dallas to have more planned industrial districts than any city in America. Much of the base for the sustained and healthy growth in this region is a witness to the foresight of our past and present city administrations."

A "planned" or "organized" industrial district, as defined by the U. S. Department of Commerce, is a tract of land subdivided and developed according to a comprehensive plan for the use of a community of industries, with streets, rail lead tracks and utilities installed before sites are sold to prospective occupants. The

Skyline Industrial Village, Dallas' newest industrial district, has 502 acres for industry use out of a 1300 acre development for business.



plan must provide for adequate control of the area and buildings through restrictions and zoning.

Dallas County has won international acclaim for leadership in development of planned industrial districts. Of six U.S. industrial parks spotlighted in the Society of Industrial Realtors exhibit at the 1958

Trinity Industrial District, which lies closest to the downtown area of Dallas, was begun in 1946. It now has over 11,000,000 square feet of buildings in 1200 acres. Beyond it is The Trade Mart area.

Brussels World's Fair, two are in Dallas County, Brook Hollow and Trinity. Dallas now has 21 such districts, most of which are especially well suited for light industry and distribution firms.

The story of the Dallas districts goes back many years. Following the great Dallas flood of 1908, famed city planner George Kessler made a number of recommendations for Dallas' growth. One called for reclaiming the wastelands of the Trinity River at a staggering cost of \$6 million. This meant moving the river to a new channel and making it flow between levees. The project took years to achieve, for not only did it have to be sold to Dallas but legal obstacles, such as the creation of levee districts, had to be overcome.

L. A. Stemmons, John Simmons and others worked to unite property owners and set up the levee district. To many, however, the plan seemed foolhardy and the expenditures fantastic. Mr. Stemmons bought his first land in what is now Trinity Industrial District in 1925 with the land under 13 feet of water.

He received discouragement from all sides. Industrial development experts of Chicago's Central Manufacturing District

Growth in Selected Industrial Districts at Dallas

Buildings occupied (thousands of square feet) as of December

	v - p - t	Or sele	31st each year					
Organized Indus- trial District Acres		1950	1954	1957	1959			
Airlawn 25	1938	NA	NA	2,339	2,581			
Trinity	00 1946	1,550	5,000	7,000	11,000			
Oak Cliff	0 1951	0	433	654	712			
Brook Hollow 1,20	0 1954	0	0	3,045	4,618			
Highland 11	5 1955	0	0	200	500			
West Trinity 19	0 1955	0	0	265	520			
Empire Central ¹ 9	0 1957	0	0	48	253			

1 The Empire Central District is restricted to buildings for office functions; it does not permit warehousing or manufacturing.

Sources: Managements of the respective industrial districts.

scoffed at the plan and recommended that he develop 10 acres instead of a thousand. L. A. Stemmons died in 1939. The Depression had kept him from seeing his dream become a reality, but the huge freeway that cuts through today's Dallas industrial district bears his name and is a worthy tribute to his vision and hard work.

The industrial district is truly a post-

Brook Hollow and restricted to office functions only.

In other sections of Dallas, more industrial districts were being planned. The 1950's were to see many of these developed. Among these are Highland in the north part of Dallas, Oak Cliff across the Trinity and more than a dozen others.

Newest district, planned as a self-sufficent city within a city, has just been announced by the Caroline Hunt Trust Estate. The development is located on a 1300-acre tract adjacent to the Dallas-Mesqutie city limit, bordered by U.S. 80 East, Military Parkway, Sam Houston Road and the right-of-way of the planned Outer Metropolitan Freeway.

To be known as Skyline Industrial Village, it will contain 502 acres for industry and related service offices, according to Burl Swafford, development manager.

The development of planned industrial districts in Dallas has contributed greatly to the area's industrial growth. Not only have the districts themselves advertised nationally and worked to bring new industry to Dallas, but their excellent locations, unusual land values and many other aspects peculiar to Dallas have proved the deciding factors in causing numerous industrial prospects to choose Dallas for their new warehouse, factory or home office. And the districts have made available the necessary room that many pioneer Dallas firms needed for expansion.

The table above shows growth during the 1950's of several of the districts. Others have grown to become important in the Dallas economy. Among these are Arlington Park, Buckner Boulevard, Casa Linda, Cedar Crest, Gar-Land No. 1, Great Southwest, Moser, Penrod, Richardson and Valwood Freeway.



Brook Hollow Industrial District has 4,618,000 square feet of buildings. It lies adjacent to Empire Central with 253,000 square feet devoted to office functions entirely. It opened in 1954.

war development in Dallas, for not only did these districts complete selling their acreage, but the three sons of L. A. Stemmons developed Trinity Industrial District, which was followed in the same general area by Brook Hollow, Inwood and West Trinity Industrial District and by Empire Central District, adjacent to



Planned Residential Area



Aerial photograph shows the extent of residential development in all quadrants of the Dallas Metropolitan Area. Reading clockwise from upper left are new home additions in: Richardson, Northwood Hills, Casa View (Mesquite, lower left hand corner, almost joining the Casa View area); Pleasant Mound, Oak Cliff, Irving, Carrollton, and Farmers Branch.





Encircle Dallas





A decade of unprecedented residential growth in all sections of Metropolitan Dallas shows up in current air photographs and statistics for the period. During the 1950-59 period 119,484 dwelling unit building permits were issued in Dallas County. Residential contract awards for the same period totaled \$1,268,660,000.

Residential area growth has continued in all sections of Greater Dallas and Dallas County in 1960, but at an overall "units-started" rate for dwellings of 12 per cent below 1959.

For the first 10 months of 1960, 11,422 dwelling units were started as compared with 13,126 units started in the same period of 1959. The year 1959, however, was the second strongest residential building year in the history of Dallas County. Greatest building year to date was 1955.

"Conditions in the home building and land development industry this year have been much better than those experienced in 1955 and 1956, however," said George M. Underwood, Jr., President of the Home Builders Association of Dallas County.

Mr. Underwood explained that the 1955 building spree resulted in numerous cases of houses being built ahead of sale, on speculation, and that many builders and land developers spent much of 1956 working off old inventory.

"The current case, however, is that we are building barely enough to satisfy a slow market, and few if any land developers and builders are caught with inventory," Underwood continued.

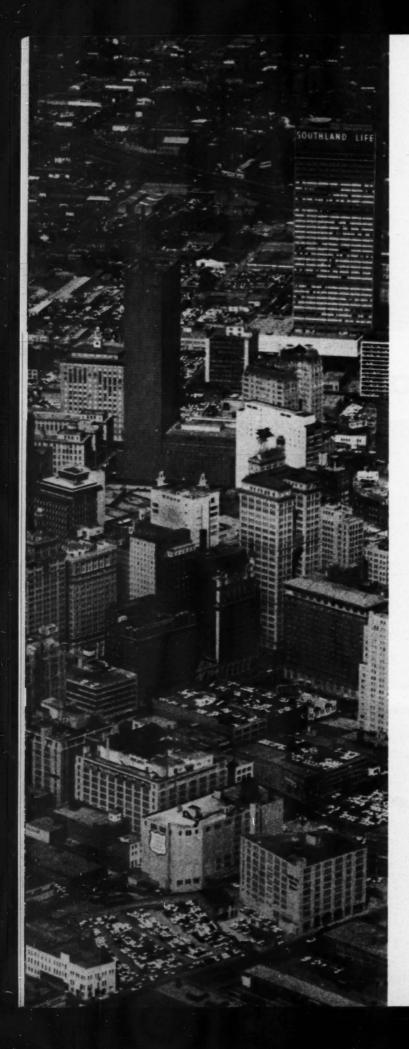
The year so far has brought progress toward completion of numerous subdivisions started in 1959 or earlier, and has seen several important new subdivisions opened to the builder and consumer market.

In preparation now is a new homes addition at Ferguson Road and Buckner Boulevard for homes in the \$18,000 to \$25,000 value range, in alternately open and treed areas, with curving streets and sloping topography.

Officials of the Baptist Foundation, as trustees, prepared to open a major section of the Buckner Orphans Home property, near the intersection of Loop 12, Highway 67, Highway 80, for new homes in the \$18,000 to \$25,000 range.

In Mesquite, planning and development continued for more additions to site homes in the range from about \$9,500 to \$15,000 and even higher. Builders and developers active in this area include Ben

(Continued on page 66)



Remarkable Downtown Dallas

One of the most remarkable real estate developments in Dallas, particularly in the past 15 years, has been the great amount of office space constructed throughout the city.

Testimony comes from Robert B. Beach, executive vice president of the National Association of Building Owners and Managers, who said, "Among American cities whose ever mounting skylines tell a story of progress and dynamic growth, Dallas has established a place of its own that is outstanding and unique."

In simple statistics: Since 1945 Dallas has constructed over seven million square feet of office space; only New York City has constructed more.

And Dallas is far from completing its office building program. The new Praetorian Building is still under construction; the new construction of Southwestern Bell Telephone Company is soon to begin; and in Dallas real estate circles today, a major downtown office building—perhaps larger than any now existing—is an open secret.

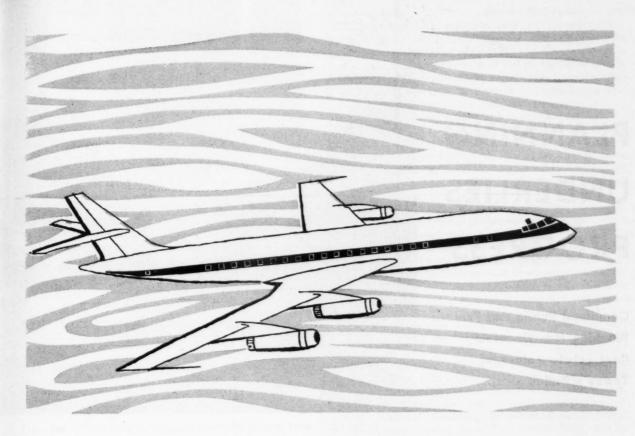
Records of the Dallas Chamber of Commerce show 71 office and office/showroom buildings with 25,000 or more square feet of space constructed since 1945.

"It was in the Southwest that resumption of building activity got its start after an extended vacation," Mr. Beach continued. "Around the country there was apprehension that with greatly inflated construction costs it would be difficult if not impossible to make a new building pay — fear that the rental market would not support it.

"But in the Southwest, where optimism was firmly entrenched, there was no holding back. The rat-tat-tat of the steel-frame riveter rose quickly to a veritable chorus while most of the country waited.

"Getting off to an early lead is one thing; maintaining it may be quite another. But Dallas just kept going. And the fact that this optimism was well-founded is demonstrated by the ready absorption of this new space as it came upon the market. Only a strongly expanding economy — if this term can be applied to a particular locality — could meet that test. There you have 'the proof of the pudding.'

"Today's skyscraper is the symbol of metropolitan pre-eminence. Dallas has its full share — and then some."



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PLANNING UNDERLIES PROGRESS

Combined Public and Private Planning Has Created Real Estate Values of Today's Dallas



In the early twenties railroad tracks marked unpaved Pacific Ave.

Dividends from half a century of both public and private planning are reflected in the Dallas of 1960.

Dallas' achievements in both public and private planning are often obscured and forgotten in the growth pressures of the moment. New residents are unaware of many of the major achievements of the last half a century. These include, to name only a few:

Harnessing of the Trinity River, through the heart of Dallas, to reclaim some 10,000 acres of land subject to recurring floods.

Conversion of Pacific Avenue for a railroad right-of-way to one of the principal business streets of downtown Dallas.

Construction of Central Expressway, the first freeway in the Southwest, on the right-of-way of Dallas' pioneer railroad, the H.&T.C.

Creation of Highland Park as one of the pioneer planned residential cities of America.

Opening of major new streets in downtown Dallas, including Field Street and St. Paul Street.

Widening of other downtown streets, including Akard, Ervay and North Lamar.

Development of a series of planned industrial districts which have established entirely new standards of industrial environment for American cities.

Other examples of Dallas' achievements in planning can be found in parks, schools, highways, grade separations, and public buildings. The examples of correlated public and private planning are distributed throughout the area of Greater Dallas.

Today, Dallas is entering a new era of public planning based upon exhaustive studies made by a citizens' master planning committee. One of the most imminent public works to be executed under this new master plan will be the opening of Griffin Street as a six-lane divided boulevard through downtown Dallas.

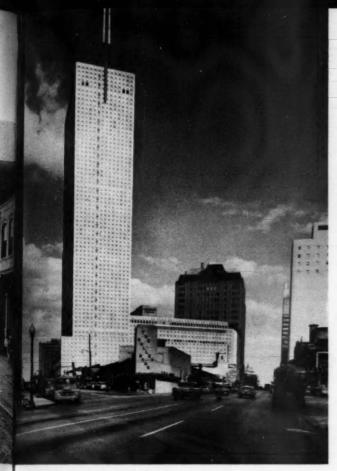
Of major significance in Dallas' planning achievement is the program for long range development of water resources. This master plan for Dallas' water supplies through the year 2000 was developed by a citizens committee under the chairmanship of W. G. Vollmer.

The first phase of this long-range program has already been implemented by construction of the Iron Bridge Dam in East Texas, creating Lake Tawakoni, which will double Dallas' current water resources. Dallas' ability to "think big" is evidenced by the fact that the city of Dallas contracted with the Sabine River Authority to pay the entire cost of the Lake Tawakoni reservoir in return for 80% of the water derived from the big new lake. The Sabine Authority thus obtains 20% of the water supply, at no cost to the Authority, which it is able to sell to downstream users.

The second phase of the long-range water program calls for construction of the Forney reservoir on the East Fork of the Trinity River below Rockwall.

In each phase of Dallas' public planning activities, realtors have been given an opportunity to contribute their expert knowledge of land use planning in the formulation of municipal master plans.

Dallas' first experience in master planning was in 1910, when George E. Kessler of St. Louis was employed to develop a comprehensive plan for the city, The Kessler Plan advanced the proposals for reclamation of Trinity River floodlands, for construction of a major traffic way on the route of the H & TC Railroad, for construction of a Union Terminal to replace



Today Pacific Avenue is wide open boulevard for traffic.

several individual railroad stations in downtown Dallas, and for elimination of the Texas and Pacific railroad tracks on Pacific Avenue. The Kessler Plan also emphasized the creation of parks and parkways along some of the major streams in Dallas; the necessity for opening St. Paul Street, and similar improvements.

Some of the Kessler recommendations required many years for implementation. The removal of the H & TC Railroad from the heart of the city, and conversion of the right-of-way into a freeway was not realized until the late 1940's. The Kessler recommendation for use of H & TC route as right-of-way for a major trafficway was kept alive through the work of a Central Boulevard Committee of the Dallas Chamber of Commerce, until finally in 1940, the City of Dallas, with the assistance of the Chamber's Committee, was able to negotiate the purchase of the railroad's route.

Mr. Kessler's recommendation for harnessing of the Trinity River finally saw fruition when a levee improvement district was organized by the property owners within the floodway, led by the late L. S. Stemmons, John J. Simmons, and others. The Levee Improvement District voted bonds, dug a new and straight channel for the river, built a levee system to control the river within its new floodway, and provided storm sewers to remove surface waters and take them under the levees.

In this manner, some 10,000 acres of land formerly subject to flooding were reclaimed for industrial development. Five major industrial districts, the Trinity Industrial District, West Trinity Industrial District, Inwood Industrial District, Brookhollow Industrial District and the Empire Central project developed after World War II within the Trinity Valley.

At about the same time the Trinity reclamation project was

coming to fruition, a citizens' committee, the Ulrickson Committee was charged with preparing a nine year capital improvements budget. In effect, the Ulrickson Committee revised the Kessler Master Plan and adopted new improvements which had become desirable as a result of Dallas' substantial growth after the Kessler Plan was developed. The Ulrickson Plan included such projects as the widening of Cedar Spring Avenue, South Akard Street and Tyler Street, and the opening of Field Street and four new viaducts across the river.

In 1943, the City of Dallas retained the consulting firm of Harland Bartholomew and Associates of St. Louis to prepare a new, comprehensive Master Plan. Dallas has received many dividends from the Bartholomew Plan, including the widening of Royal Lane, Hampton Road, Preston Road, and the development of the Five Mile Creek Parkway.

Another citizens' group, the Dallas Master Plan Committee, was created by City Council resolution on September 8, 1955, under the chairmanship of D. A. Hulcy.

Equally impressive have been the benefits to Dallas from private planning. Among the pioneers in this field was T. L. Marsalis, who initiated the large-scale development of residential areas on the west side of the Trinity River - the area which was to become a separate municipality and, subsequently, to be merged into the City of Dallas. The next important private planning chapter in Dallas' history was that initiated by the late Hugh E. Prather and the late Edgar L Flippen. They developed the dream of an entire residential city, which they incorporated as the Town of Highland Park. Today, Highland Park with a population of 11,000, is still regarded among the foremost residential areas of the country. Subsequently, several other major residential areas were created on the basis of private planning with the highest standards of development. Among these were Kessler Park, Stevens Park Estates, and more recently, the Wynnewood development.

The first of Dallas' planned industrial districts was initated in the 1930's, when the Weichsel family developed Airlawn Industrial Park. The Airlawn development was interrupted by World War II, but rapidly came to maturity at the close of the war.

The success of the planned industrial districts stimulated other property owners to emulate the examples of the highly successful developments. Today, Dallas is recognized as having more planned industrial developments than any other city in the United States.

Still another significant development in Dallas' long record of "Master Planning" is the Dallas airport. The City of Dallas adopted a master plan for progressive development of Dallas Love Field as the city's airline airport in 1945. The basic master plan has been reviewed and revised, periodically, on the basis of emerging requirements of the air transportation industry.

At the same time, Dallas recognized the merit of working against a master plan for air service developments. It used the consulting firm of James C. Buckley, Inc., of New York, to develop a comprehensive inventory of Dallas' present and foreseeable air service requirements.

The benefits of this planning are reflected in the fact that today Dallas ranks fifth among the nine true jet cities of America. In the words of an Eastern real estate investor," the big investors are aware that 'it pays to put your money where the jets put down'," and there are strong indications that the pattern of jet service will result in the emergence of a new group of super-centers of American business, with Dallas apparently secure in its position among these new super centers of business.



Members of the American Institute of Real Estate Appraisers toured Exchange Park.

Dallas Hosts Largest Real Estate Convention in History

The fifty-third annual convention of the National Association of Real Estate Boards, held in Dallas November 11-12 set a record of total registration. Final count showed that 6,429 attended the meeting. This was the largest number in the association's entire history, and 740 more than the previous record set at the Los Angeles convention in 1952.

The huge convention brought together representatives of all the institutes, societies, and councils which make up the NAREB. These groups are the American Institute of Real Estate Appraisers, National Institute of Real Estate Brokers, Institute of Real Estate Management, National Institute of Farm Brokers, the Women's Council, Executive Officers Council, American Society of Real Estate Counselors, International Real Estate Federation (American Chapter), and the Society of Industrial Realtors.

In both formal and informal sessions,

John M. Stemmons, chairman of the SIR 1960 annual meetings, hears the address of Thomas B. McCabe, president, Scott Paper Company, and award winner.





Among prominent realtors at the convention were Earl S. Anderson, left, executive vice president, Los Angeles Real Estate Board, and Donald G. Crandall, president of the Los Angeles Real Estate Board.

C. Armel Nutter, president of the National Association of Real Estate Boards, presided at the meeting.





The Honorable George M. Humphrey, right, presented the Industrial Award of the Society of Industrial Realtors to Thomas B. McCabe.

every possible phase of the real estate profession was covered with numerous speeches by outstanding authorities in each field. General addresses were also made by Arthur H. Motley, president of the Chamber of Commerce of the United States; the Honorable George M. Humphrey, chairman of the Board, National Steel Company; Clinton P. Anderson, U. S. Senator, New Mexico, and chairman of the Joint Committee on Atomic Energy; Robert Tharpe, president, Mortgage Bankers Association of America; Perry I. Prentice, editor and publisher of House & Home magazine, and Thomas B. McCabe, president of Scott Paper Company.



Mr. McCabe was the recipient of the Industrialist of the Year award which is presented annually by the Society of Industrial Realtors to an industrialist of the United States or Canada who has made "a most significant contribution to the industrial development of North America in the public interest."

A number of Dallas residents were

Education sessions for all Institutes were conducted in the auditorium and hotels.





Owen W. Sherrill of Georgetown, Texas, a past president of the National Institute of Farm Brokers, filled brokers in on the many interesting details of the Texas Research Foundation Farm at Renner.

Informal round table sessions at Memorial Auditorium allowed realtors from all parts of the country to ask questions and exchange their professional views.

Large general meetings, including choral singing were held at the Auditorium.



also honored during the convention. Lyn E. Davis of Dallas was named Texas Realtor of the Year. He is the second Dallasite to win the award. It was first presented to John M. Stemmons at the Texas Real Estate Association convention in 1957.

Six members of the Dallas Real Estate

Board were elected officers in the National Association. They are:

Henry S. Miller Jr., member, board of governors, National Institute of Real Estate Brokers; Mrs. Lois Hair Bernay, member, board of governors, Women's Council; J. W. Lindsley Jr., regional vice president (reelected), Institute of Real Estate Managers; Mrs. Florence Willess, director, National Real Estate Flyers Association; DeWitt L. Knapp, vice president, American Institute of Real Estate Appraisers; and Mrs. Ebby Hal-

Arthur H. Motley, right, president of the Chamber of Commerce of the United States and president of Parade Publications Inc., was among the distinguished speakers at general sessions.







Fashion shows were given for wives.





Officiating at the opening NAREB session were Mayor R. L. Thornton Sr., Hugh Potter, Lyn E. Davis and C. Armel Nutter.

Active in the Women's Council were Mrs. George Parkhouse, Mrs. Carolyn F. Bowles, national president, and Mrs. Felix Curtis, who manned convention booth. Dr. Willis M. Tate, president of Southern Methodist University, spoke to realtors at the first session. Frank H. Malone, president of the DREB welcomed the visitors.

At the head table for the SIR banquet were L. T. Potter, president, Dallas Chamber of Commerce; James A. Lowden, president, Canadian Association; William T. Faricy, Chairman of the Board (ret.), Association of American Railroads; and Lyn E. Davis, Texas Realtor of Year.



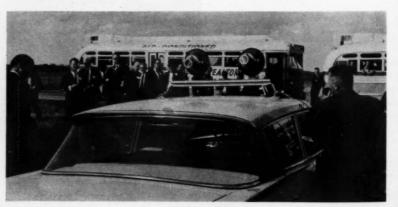
liday, regional vice president, National Institute of Farm Brokers.

The giant meeting utilized all of the convention facilities of Dallas and included a number of tours of the city.

On Tuesday an open education session was held for members of the Appraisers Institute at Exchange Park. There, delegates toured the \$250,000,000 "city within a city."

At the same time farm brokers toured the Texas Research Foundation Farm at Renner.

Tours also took visitors through the downtown area, the Dallas Theatre Center, Southern Methodist University, White Rock Lake, and the State Fair of Texas.



At Renner, farm brokers took notes on newest agricultural advances.



HONOR THIS LAND AND IT WILL PROSPER

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DALLAS . NOVEMBER, 1960

33

See and Hear the answer to this question on CLOSED CIRCUIT TELEVISION Make your plans NOW: DALLAS CHAMBER of COMMERCE Annual Dinner 6 P.M. Tuesday, December 6 ADOLPHUS HOTEL Ladies Invited — Informal THIS IS THE ONE BIG MEETING OF THE YEAR FOR METROPOLITAN DALLAS

Announced

Annual

Dinner

1960 Membership Meeting To Be Held Tuesday, December 6

Why Dallas?

This question is now being asked by all America as results of the various censuses, the Industrial Dallas advertising campaign and increased industrial development activity focus the eyes of the nation on the growth of this great Southwestern city. Closed-circuit television will be employed to answer the question at the 1960 Annual Membership Meeting of the Dallas Chamber.

A dramatization of one day in the lives of two men will vividly portray the reasons for the tremendous growth of Dallas and will illustrate the tremendous potential of the area. The program will deal with not only Dallas but the entire four-county Metropolitan Area and, to a lesser extent, the nine-county Dallas Urban District.

The meeting will be held Tuesday, December 6, at the Adolphus Hotel. Tickets are on sale at the Chamber's offices in the Fidelity Union Tower. Because of the extra space required by the television equipment, only 1,250 persons will be able to attend this year's meeting. Members who plan to attend are urged by Chamber President L. T. Potter to order their tickets immediately. Orders can be placed by calling the Chamber at RIverside 7-8451.

As in previous years, the dinner is informal, and ladies are especially invited, Mr. Potter said.

This will be the final meeting for the 1960 Board of Directors of the Chamber. To be seated at the head table, they are James W. Aston, William A. Blakley, Aubrey M. Costa, Trammel Crow, Robert B. Cullum, Vance Foster, J. D. Francis, Dr. James Gill, E. B. Germany, S. T. Harris, Avery Mays, C. J. McCarthy, Herbert L. Nichols, C. B. Peterson, Jr., Charles A. Sammons, Lee D. Starr, Harry J. Strief, Jr., Leon Tate, C. A. Tatum, L. H. True and Dan C. Williams. Mr. Potter will preside.

The seven new directors, now being elected by the Membership will be announced at the dinner. Retiring directors are Mr. Blakley, Mr. Crow, Mr. Foster, Mr. Mays, Mr. Peterson, Mr. Tate and Mr. Williams.

In other business at the meeting, Life Memberships in the Chamber will be presented to State Senator George Parkhouse and James K. Allen. To earn a Life Membership, a person must sponsor 100 or more Chamber members in a 12-month period.

Mr. Potter termed the dramatized program "particularly appropriate" for the 1960 meeting.

"We are reading new reports almost every day on the remarkable growth of Dallas," he said. "This program has been written especially to go behind these facts and figures—to show the 'why' of Dallas growth. It is a program no Dallasite should miss."



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Corporation leaders saw a panorama of Dallas from top of Southland.

Corporation Presidents Tour Dallas

Presidents and top management of 24 major industrial concerns in the United States visited Dallas October 21 to see first-hand the many facets of the city's dynamic development.

The top industrial leaders accepted invitations to participate in the first "Corporation Presidents' Day in Greater Dallas, U.S.A." ever held here.

Sponsored by the Dallas Manufacturers and Wholesalers Association, in cooperation with the Dallas Chamber of Commerce and Industrial Dallas, Inc., it was the first event of its kind held anywhere in the country.

The visitors began their Dallas tour by viewing the city from the observation deck of the Southland Life Insurance Company Building. Next the group toured Empire Central and Brook Hollow Industrial Districts, Exchange Park, various residential areas and the Dallas Theater Center.

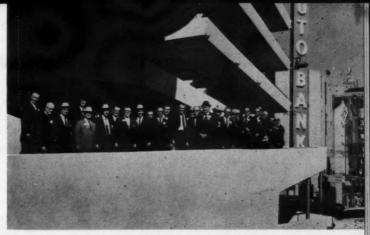
The afternoon program included a visit to State Fair of



Texas, visits to large downtown banks, and a reception and dinner at the Dallas Trade Mart.

In the past month, letters of praise for the Dallas business community have poured in from all the industrial leaders who were here for the one-day, whirlwind tour. Reading like a who's who in American business, those present were:

Gene Brewer, president, United States Plywood Co.; Allen S. Austin, president, The Austin Co.; Crowdus Baker, Chicago, president, Sears, Roebuck & Co.; D. L. Bibby, president, Remington Rand Corp.; James B. Binford, New York, senior partner, Goodbody & Co.; E. Boykin Hartley, New York, vice persident, Railway Express Agency, Inc.



Leaders visited downtown banks as well as cultural centers and residential and industrial districts during whirlwind tour.



Top management from both Dallas and many cities across the nation were able to exchange views at the reception and dinner given at the Dallas Trade Mart (above and bottom of opposite page) at the close of "Corporation Presidents Day."

R. E. McKaughan, Houston, Trans-Texas Airways; M. A. Matthews, Los Angeles, vice-president, Carnation Co.; M. E. Morrow, Tulsa, Midwestern Instruments, Inc.; E. J. Mosher, Mosher Steel Co., Houston; Alva W. Phelps, Chicago, chairman, The Oliver Corp.; John Rhamstine, New York, president, Corn Products Co.; R. E. Roberson, Atlanta, vice president, American Mutual Liability Insurance Co.; R. G. Rydin, Chicago, vice president, Atchison, Topeka & Santa Fe Railway; T. M. Sexton, Chicago, president, John F. Sexton & Co.

Eldon Stevenson Jr., Nashville, president, National Life & Accident Insurance Co.; A. W. Tarkington Sr., Houston, vice president, Continental Oil Co.; Elmer Weilbacher, St. Louis, president, Viking Freight Co.; A. L. Vandergriff, Birmingham, president, Continental Gin Co.; P. F. Vagnino, Kansas City, president, American Beauty Macaroni Co.; E. H. Brown, Chicago, president, Kendall Co.; Frederick Daggett, Guilford, Conn.; president, Flexible Tubing Corp.; Michael Frawley, New York, president, B. T. Babbitt, Inc.; and Ralph Sarli, vice-president, American Beauty Macaroni Co., Kansas City, Kansas.



All the out-of-town visitors received complimentary "Texas" hats as gifts and an honorary citizenship to Dallas.



A visit to the State Fair of Texas was included in the city-wide tour.

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DALLAS . FORT WORTH . LONGVIEW . TYLER . WACO . WICHITA FALLS

Life Members Honor Two

October 25, 1960 is a day that will long be recognized in the annals of the Dallas Chamber of Commerce. On that date, to be remembered as "Jack Hospers Day," the Life Member Club of the Dallas Chamber honored its Past President (1959), a Past Chairman of the Chamber's Membership Committee (1955) and the man that has sponsored more members (1,000 as of August 9th) in the Dallas Chamber of Commerce than any other individual in its 84 year history.

John J. "Jack" Hospers was honored at a luncheon given by the Club in the ballroom of the Sheraton-Dallas Hotel and in token of their appreciation the Club presented Mr. and Mrs. Hospers his oil portrait.

Checking with the other major chambers of commerce (cities over 200,000) it was found that Mr. Hospers is the only individual in any Chamber of Commerce to sponsor 1,000 or more members in a seven year period. In recognition of this tremendous accomplishment, Dallas Mayor R. L. Thornton, Sr. proclaimed October 25th as "John J. Hospers Day." Mr.



As a special token of their appreciation the Life Member Club of the Dallas Chamber of Commerce presented Mr. and Mrs. Hospers with an oil portrait of himself for their home.

Present to honor Jack Hospers on "his" day were past officers of the Membership Committee and the Dallas Chamber. Left to right: Admiral A. C. Olney, Jim Layne, Robert B. Cullum, Bill Shaw, John Smith, Mr. Hospers, Nat Ryan, Jim Randolph, W. C. Windsor, Jerome K. Crossman, Les T. Potter, president, Arthur Stern, Marvin Davison, and Vincent Rohloff.



Hospers is the only individual to ever be accorded this honor by the City of Dallas.

This seven-times-a-Life-Member of the Dallas Chamber of Commerce (100 or more memberships in twelve consecutive months) was appointd to the Membership Committee in January, 1954, and his first member, Frank Holister & Company, Inc., represented by Mr. Hugh A. Purnell, Jr. was sponsored on February 5th, 1954; and Mr. Purnell, as a special guest, attended the luncheon. Also at the John J. Hospers luncheon another man who has done more than any other for Dallas and the Chamber in the past 59 years was recognized by the Board of Directors for his exceptionally meritorious work. Mayor R. L. Thornton, Sr. received an Honorary Life Membership in the Dallas Chamber. He is the only individual in the history of the Chamber ever honored in this manner.

Special guests at the Life Member luncheon, paying recognition to the work of Mr. Hospers and Mayor Thornton were the Membership Committee and Board of Directors of the Chamber.



Les T. Potter, president of the Dallas Chamber of Commerce, congratulates honorees, Mayor R. L. Thornton Sr. and Jack Hospers, and Mrs. Hospers on "John J. Hosper Day," Oct. 25.

Membership Committee Goes Over Top

For the first time in the history of the Dallas Chamber, the Membership Committee accomplished its annual goal by November 1st of a calendar year. As of November 1st, the Committee had sponsored a total of 2303 Chamber memberships, which was over their self-selected goal of 2300 at the beginning of the year. At the November 9th meeting of the Committee, Chairman Bob Cullum expressed his gratitude and thanks to the Committee for a job "well done." He also announced that in recognition of this fine accomplishment, he was giving a "Victory Dinner" for the Committee on November 22nd at the Dallas Country Club.

Reaching this goal by November 1st was no accident. The Committee, with a total of 1,187 memberships sponsored, decided early in September to strive for this goal. As an incentive, Chairman Bob Cullum requested the privilege of awarding a suit of clothes to the committeeman sponsoring the most memberships in the September-October period, and also to the Vice Chairman of the one of the eight sections comprising the Committee that sponsored the most memberships during the two months. He further announced that a hat would be the prize for the individual sponsoring the most memberships from the Committee-At-Large section.

The Committee went to work and in the two months period sponsored a total of 490 memberships. Winners of the special awards of the Chairman were: David D. Locker as the top committeeman, Vice Chairman James C. Henderson, Jr., leader of Section No. 4, and Pat Henry, Jr. as the top producer from the Committee-At-Large.

Winners of the Joe Golman Ruby Red Grapefruit trophy for the month of October were Pat Henry, Jr., with 58 mem-



Pleased that the 1960 Membership Committee went "over-the-top" (goal 2300) in November, Chairman Bob Cullum, left, congratulates 2301st Chamber member, Lloyd Sands, owner, and W. B. Mason, managing director of Snug Harbor Resort.



New members at the November 9th membership meeting were welcomed by associate chairman Bill Shaw (District Clerk). Left to right: 1st row: J. C. Thomas, Jr., Community Water Service, Inc.; James K. Reynolds, Fred Astaire Studios; Lloyd B. Sands, Snug Harbor Resort; Harry Marini, Marini Galleries; Major Richard A. Baldwin, U.S.A.F. 2nd row: Charles J. Winikates, Kennemer & Winikates; W. B. Mason, Snug Harbor Resort; Wally Frank Reddick, Reddick Personnel Service; Jack Busby, Southern Builders Supply; C. E. Cain, Jr., Cain's Machine Shop; Leland W. Sample, Wunda Weve Carpet; Charles R. Cricks, Midas Muffler Shops; Lt. Col. Rudolph C. Shaw.



Head table guests at the November 9th Membership Committee luncheon who aided in honoring individual top hand awardees were: left to right: Manuel DeBusk, DeBusk & DeBusk; Joe C. Stephens, Carrington, Johnson and Stephens; Carl Hanson, Citizens Traffic Commission; Margaret Weber, "Miss Downtown Dallas"; Chairman Bob Cullum; Roy R. Matthews, Matthews Engineering Company and Mechanical Contractors Association of Dallas; General Robert Smith, Federal Reserve Bank; Jim Berry, Republic National Bank; District Attorney Henry Wade; Charles Cullum, Tom Thumb Stores, Inc.; and Joseph Linz, Linz Jewelists Company.

Membership-

berships and David D. Locker with 33 memberships.

At the end of October, standings in the race for the President Potter Trophies remained the same as for the preceding four months. In first place was Section No. 4, Vice Chairman Jim Henderson (New England Life Insurance Company) with 443 memberships; in second place, Section No. 7, Vice Chairman Charles J. Barrett, Jr. (Texas Instruments) with 339 memberships; and in third place, Section No. 2, Vice Chairman James L. Cauthen (Federal Reserve Bank) with 232 mem-

The race for the President Potter Trophies does not end until December 31st, and as of November 1st Section No. 2, holder of the third place trophy, was being strongly pushed by Section No. 5, Vice Chairman Dawson Sterling (Southwestern Life Insurance Company) with a total of 215 for the year.

Leading the race for individual honors was David D. Locker with a total of 249



Membership Chairman Bob Cullum, left, Chairman of the Board, Tom Thumb Stores, Inc. congratulates 2300th Chamber member Al Altwegg, business editor of the Dallas Morning News, Mr. Altwega lives at 972 Meadows Oaks, Arlington.

Chamber memberships sponsored since April 14th, continuing his possession of the "Top Hand of the Year" trophy.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in thanking the following veteran members, who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

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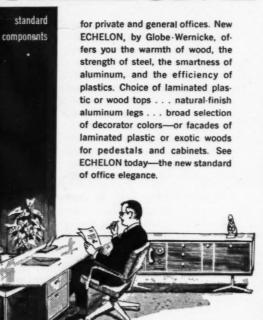
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B. A. Evans & Company, 4333 Scottsdale, R. C. Mills, (Joe H. Warren, Jr.)

Jenkens, Anson E. Spradley, 1201 Main Street, Holman Jenkens (Dan Mc-Elroy)

Kilgore & Kilgore, Adolphus Tower Bldg., Charles P. Aberg, Jr., James A. Kilgore, John E. Kilgore, Jr., William C. Garrett, Jr., Kiel Boone, (Dan McElroy)

Midas Muffler Shop, 4201 Oak Lawn, James A. Sarten

Tom Thumb Stores, P. O. Box 35394, Robert B. Cullum, (Bob Cullum)

S. H. Troth & Company, 69 Highland Park Shopping Village, W. T. Troth, Mrs. S. H. Troth, (Joe H. Warren, Jr.)

Westinghouse Electric Corp., 1232 Fidelity Union Life Bldg., John C. Bibbs, (John J. Hospers)

Southern Lead Company, 2800 N. Westmoreland, J. V. Murph, D. B. Murph, Clifton C. Cox, (Jim Henderson)

Southwest Cigar Company, 2042 Irving Blvd., O. J. Adair, G. W. Hopkins, (John J. Hospers)

New members of the Dallas Chamber of Commerce include the following firms:

Retail

The Fair of Texas Company, 525 Braniff Bldg.; Lionel Bevan, Sr., Lionel Bevan, Jr., and Achilles Corcanges (Asher Dreyfus)

W. T. Grant Company, 906 Lockwood Village; Frank C. Lewis, R. Spence, Carmon C. Smith, M. W. Hearon and Victor Kirkland (Asher Dreyfus)

E. Forrest Morrow Company, 933 Marion; Numa Livaudais (J. I. Jordan and James C. Henderson, Jr.)

Morgan & Lindsey, Inc., Preston Forest Shopping Center; Jerry Smith (Don Kerr)

Amusements

Terrace Club, Coit Road & Forest Lane; Bill Reynolds (James W. Layne)

Buckingham Country Club, Inc., 4510 North Central Expressway; Cliff Cassidy, Jr., Don January, Bill Dunagan and Jim Neal (James C. Henderson, Jr.)

Restaurants

Turtle Room, 3525 Turtle Creek; Pete Cunzalo (Ned Meyerson)



Committeeman of the Month



PAT HENRY, JR

Pat Henry, Jr., vice president of the Republic National Bank of Dallas, is an assiduous worker in many and varied civic enterprises, and is a familiar figure in the forefront of the Chamber of Commerce membership efforts at all times.

Thus it is no surprise to his many friends to find him again a deserving recipient of the "Committeeman of the Month" award. He was last named Committeeman of the Month in March of 1956.

A native Dallasite, Mr. Henry attended the old Bryan High School (now Crozier Technical High School), then continued his studies at Southern Methodist University and the University of Texas. He joined the staff of Republic National Bank in 1922, and was elected assistant cashier in 1945. He became an assistant vice president in 1946, and vice president in 1949.

Mr. Henry's many civic activities include service as a member of the Board of Management, Metropolitan YMCA; as Treasurer and member of the Executive Committee, Southwest Area YMCA; and as member of the Junior Livestock Committee, State Fair of Texas. Mr. Henry is a director and former Chairman of the Board of Directors of Greenhill School, and is a Deacon in the First Baptist Church.

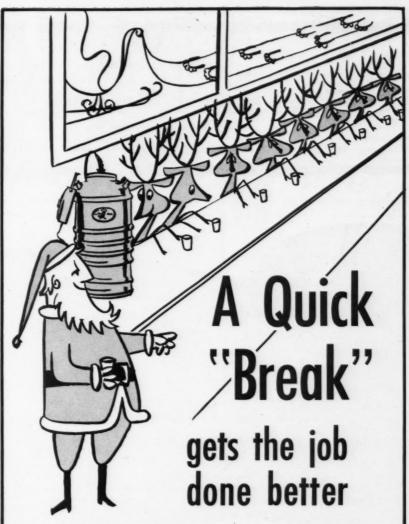
Mr. and Mrs. Henry live at 6708 Alexander Drive.

Ross-Field Cafeteria, 1404 Ross Avenue; Ray E. Weathers (Jack Wantland)

Transportation

American Freight Forwarding Company, 2700 Gaston Avenue; Claude Hundley (James W. Layne)

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Behring & Behring, Cotton Exchange Bldg., 608 North St. Paul; M. A. Behring (M. M. Brohard, Sr.)

National Theatre Supply, 300 South Harwood; E. H. Cernoseck (Dixie Carmichael)

Unit Structures, Inc., 4505 Prentice: Curtis A. Kizer (Bob Greenwald)

Service

Artisan Galleries, 2100 North Haskell: John J. Tierney (Lloyd Gerry)

Glo Cleaners #25, 2626-C Hillburn Drive; Bill Dixon (David D. Locker)

Romax Corporation, P. O. Box 30365; Robert J. Schemanski, Max I. McIntosh and Bernice P. McIntosh (David Locker)

Snelling & Snelling of Dallas, Inc., 1800 Life of Amer. Bldg.; Wm. A. Johnson Cr. (Phil Johnson)

Town House Delicatessen, 1602 Main St.; Harry Sideris (Pat Knieff)

Tri State Employment Center, 716 Natl. Bankers Life Bldg.; Geo. H. Bradner (Les Millison)

Ahlfinger's Aircraft Suppliers, Inc., 505 North Ervay St.; J. B. Atwood (John J. Hospers)

Commercial Products Sales Company, 2303 Main; Elwood E. Townsley, Jr. (Bob Greenwald)

Industrial Engineering Institute, Inc., Jefferson Tower Bldg.; (J. W. Mason) (staff)

Profits, Inc., P. O. Box 7662; V. B. Mulholland (Jack Hospers and Leon Marshall)

(Continued on page 70)

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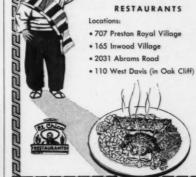
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CITY HALL REPORT:

Editor's Note: This is the fourth in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

Dallas Fire Prevention Council

George A. Smith, Chairman

Lonnie W. Mohundro, Vice Chairman

J. H. Speed, Secretary

Members

Gaston H. Tatom Hugh V. Keepers Frank J. McClure Mrs. V. D. Brannon Dr. F. L. Williams Marvin D. Love Jerrell R. Powell Phil Kaufman Arthur Stern D. M. Johnson H. Edward Smith

Melvin H. McIntire F. M. Rogers C. R. Smith, Jr. Gordon Sibeck George Pierce

After a series of large loss fires and many smaller ones had indicated the possibility of a fire insurance penalty, the Board of Commissioners passed an ordinance on April 23, 1926, creating a Board of Citizens known as the Dallas Fire Prevention Council, comprised of fifteen persons. Members of the Fire Council were to be appointed by the Mayor and approved by the Board of Commissioners.

Although strictly an advisory body, the new Council was requested to take immediate action to adopt such rules and promulgate such orders as they deemed proper and suitable to bring about a reduction in fire losses. The ordinance which created the Council spelled out their duties as follows:

"That said Board shall seek to bring about the widest dissemination of knowledge concerning the best means of preventing fire, and what is deemed to be the most precautionary measures to be adopted for such purpose.

That the said Board shall stimulate among the citizens, in connection with other fire prevention committees or other civic organizations, as well as among the schools of the city, a keen and awakening interest in the observance of proper and suitable rules seeking the causes of fires and to avoid the same.

That the said Board shall exercise all the power necessary and adopt all the means deemed proper in the carrying on of the campaign of education along the lines of fire prevention. That the said Board shall advise the Mayor and Board of Commissioners, from time to time, concerning general conditions as well as from time to time make special reports to the Mayor whenever demanded regarding the particular causes of any fire or fires, and recommend such suitable measures as may be legally adopted to aid and assist in the prevention or recurrence of same."

On September 23, 1931, a resolution was passed adding the Mayor, City Manager, Superintendent of Water Works, Building Inspector, Fire Chief and Fire Marshal as ex-officio members of the Fire Prevention Council.

Although early records have been lost, the Fire Prevention Council was quite active in the late 1930's and along with one of the local civic clubs (Dallas Civitan Club), sponsored a fire prevention program in the elementary schools of Dallas which resulted in hundreds of thousands of simple fire hazards being removed or corrected in the homes of our city. School children were offered the opportunity of joining a "Junior Fire Prevention Council" and were provided with instructions regarding simple home fire hazards. Attractive metal badges of different ranks were offered as an incentive for correcting hazards in homes, each corrected hazard to be authenticated by the signature of the occupant on a special form. This same program was carried on for a number of years and was abandoned in 1946 because

of the tremendous extra work load it was placing on the teachers in the schools.

Much credit for the success of the Dallas Fire Prevention Council during the early years of its existence should go to Alfonso Johnson who was partially responsible for its creation and who served as its secretary for many years. His position as executive secretary of the Dallas Insurance Agents Association provided Mr. Johnson with an insight into the causes of fires and he used the information in helping plan the Council's activities.

In 1942 the Fire Council was re-organized and its membership expanded to a maximum of 45 members plus the city officials serving ex-officio. Shortly thereafter, L. C. Roberts was named chairman. An advertising executive by profession, Mr. Roberts brought new life into the Council by his fresh outlook and the techniques he devised to bring fire prevention before the public.

One of the outstanding events during this period was a fire prevention contest between the cities of Dallas and Houston. The Houston Chamber of Commerce Fire Prevention Committee and the Dallas Fire Prevention Council met and set up rules to govern the contest with the chairman of the losing committee to appear at a banquet in the winning city at which time he would literally "eat crow" while the winners were enjoying a steak dinner. A crow was obtained from the Dallas zoo and was exhibited at many civic meetings and special events to help publicize the inter-city contest and much interest was aroused. Several large-loss fires in Houston during the closing months of the contest were the deciding factor and resulted in Houston losing the contest. The Mayor, City Manager, Fire Prevention Committee Chairman and other officials from Houston put in their appearance in Dallas for the victory banquet and small chickens which were disguised as crows were served to them while the jubilant Dallas winners "crowed" over their vanquished

During the late 1940's, under the chairmanship of T. L. Yeargan, the Council was instrumental in securing the aid of the Dallas Junior Chamber of Commerce and several area Chambers in promoting "Miss Flame" beauty contests and area fire prevention parades. This idea caught on quickly and has since expanded into a county wide program which culminates on the last day of fire prevention week with the selection of "Miss Flame of Dallas County" from candidates nominated by the various towns and cities within the

Bird's Eye View of Dallas



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Southland Center

Dallas





An ice rink in winter becomes an open air restaurant in summer on the second level of the Penn Center Concourse.



A view of Philadelphia's City Hall from a site that was formerly the "Chinese Wall" over open rail tracks in Penn Center.

PUBLIC EDUCATION

By Tom McHale

John Neely Bryan and the replica of his cabin in the shadow of the Dallas County Courthouse are familiar to most Dallas school children. Philadelphia school children also know their history in terms of William Penn, Benjamin Franklin, Carpenter's Hall, Independence Hall and other-colonial figures and landmarks.

Unexpected and somewhat amazing to a group of some 67 Dallas city and county officials and civic leaders, who visited Philadelphia early this month, was the fact that fourth graders in Philadelphia also know something about their city planning.

Led by Mayor R. L. Thornton, the Dallas group inspected the huge Penn Center Development in the heart of Philadelphia, the new plaza that will radiate from Independence Hall, the new Food Distribution Center on a site that was formerly a city dump, and other facets of Philadelphia's spectacular Renaissance Program.

More impressive, however, than the magnitude of the physical projects was the broad civic enthusiasm for planned revival, and the depth of public education that had been achieved in Philadelphia on the planned comeback of that city. Democrats are working side by side with Republicans. Liberals and conservatives have found a basis for agreement here. Neighborhood groups and labor organizations, school teachers and their

in Depth Sparks Philadelphia Redevelopment Program.

Formerly occupied by old and run down buildings, this Mall, centering on Independence Hall, is a major center of Philadelphia's extensive development plan.



students, major construction firms and individual home owners are all working together to build a new city under a flexible Master Plan.

Mayor Thornton got down to cases in the joint Philadelphia-Dallas sessions with "bulls-eye" questions to both the planners and politicians on key points of federal and state financing and private enterprise participation in the \$600,000,000 Philadelphia Urban Renewal Program.

His opinion and the concensus of other leaders on the trip agreed this was one of the most valuable inspections ever made by a Dallas group.

"The magnitude of the Philadelphia job is something Dallas is not facing now nor is likely to face in the future because of our entirely different situations," said the Mayor. "But it does mean now is the time for Dallas to look 10, 15 and 25 years into the future and prevent the decay that beset Philadelphia."

He was also impressed with the manner in which the overall Master Plan for Philadelphia redevelopment had been broken up into segments and individual sections and the way in which the overall plan was sold to important and diverse groups in Philadelphia.

This situation had not come about overnight. Public education has been an integral part of Philadelphia's master redevelopment plan for more than a decade. A prime example of this is a series of simplified permanent exhibits at the Commercial Museum in the Trade and Convention Center of Philadelphia. Known as the Philadelphia Panorama, this group of live exhibits is designed to appeal to people of all ages. It depicts the far reaching benefits of sound city and regional planning and encourages the citizen to take an active part in the planning of his city and neighborhood. The Philadelphia City Planning Commission is responsible for the displays and their content. The Citizen's Council on City Planning, a private non-partisan civic agency devoted solely to citizen education and action on city planning, is responsible for the program and the use of the exhibition by the schools and the community.

This exhibit is broken up into a number of simple dramatic components backed by changing lights and overlay maps. First of these is the "Diorama" showing housing and parks extending across the eleven county area of the Philadelphia region. Modern expressways, proper zones for business and industry and an international airport are shown on this large lighted display.

Next is "Time and Space" depicting growth from the "greene country towne" of William Penn to the present. This display also illustrates the blight that beset Philadelphia.

Next in orderly sequence come the "Comprehensive Plan," the "Downtown Model," showing plans to 1982, and redevelopment showing the revival of blighted sections in being and the planning stage.

Centering around these exhibits is a broad public education program that extends into Philadelphia schools and all phases of its business and civic life. Students in Philadelphia schools are studying physical conditions about them and thinking of urban needs and problems. Everybody is getting into the act.

While the actual inspection of projects in Philadelphia and the manner in which broad public acceptance of the city's master redevelopment plan are important to Dallas, even more important is why a community-wide project of this magnitude became necessary.

For many years Philadelphia's central city and its area had been declining. Ugly "skid rows" on downtown fringes, snarled traffic in its market section, open rail tracks, and a "Chinese Wall" in the center of the city, brought about a condition that almost approached "urban senility." Something drastic had to be done if Philadelphia was to be salvaged.

Dynamic Dallas faces no such immediate emergency. Dallas' problems are problems of growth. Dallas is rapidly moving to a showdown on its mass transportation problem. If downtown Dallas is to continue to grow in keeping with projected increases in population and busines activity, it faces a barrier in its present one-level flow of traffic in its central city which is chained to surface bus lines.

Dallas is in a position to avoid the high demolition expense that beset Philadelphia in carrying out its redevelopment program. Planning and action in present day Dallas can avoid the decay that came about in downtown Philadelphia.

The renaissance in downtown Philadelphia was sparked by private enterprise in the Penn Center project which represented a large block of property owned by the Pennsylvania Railroad. But, the development of Penn Center also represents close cooperation between planning units of the City of Philadelphia, the State of Pennsylvania and various authorities representing highways and transit. The result has set a pattern that is building a new city in all directions on a master plan pattern.

In Dallas, the Mayor's Master Plan Committee, headed by D. A. Hulcy, announced its Master Plan for the Central Business District on November 17. A major premise of the plan is that the Central Business District will continue to grow, although there may be functional changes, especially expansion of officetype activities, and the development of downtown residential units in the form of high-rise apartment buildings.

One must consider that Dallas, unlike many other great cities, is not endowed with natural attractions such as mountains, rivers, or lake and ocean frontage to serve as attractions and the basis of design. Its form today is the result of what man has done. Its shape tomorrow depends upon man-made plans and their execution.

The present job in Dallas, based on the expensive lessons of Philadelphia and other cities, is to hold and magnify esthetic and tax values in its Central Business District which is the core of the Metropolitan Dallas Area. Dallas needs public education in depth on the need for a sound process of continuous planning.





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Chamber News-

Postal Authorities Receive Chamber Mail Service Survey

A comprehensive Dallas mail service survey, involving the exchange of 2,642 test letters between Dallas and 117 other cities, was completed last month and the report on the mail tests was forwarded to Postal authorities.

The complete report on the mail survey was too voluminous for general distribution. Copies of the report have been placed in the Chamber's library, and are available to any members of the Chamber who may wish to study the results of the mail tests.

The survey was conducted under the guidance of an air mail service subcommittee of the Chamber's Aviation Committee. However, the tests included both air mail and first class letters.

A first class letter and an air mail letter were posted by the Dallas Chamber of Commerce at 12 o'clock noon to each of the other 117 cities participating in the survey. Similar mailings of first class and air mail test letters were made at 4:00 p.m. The mailings were made on Tuesday, September 13th, Wednesday, September 14th, and Thursday, September 15th. The subcommittee had determined that the dates of September 13th-15th, inclusive, would be a normal period from the standpoint of the postal service, and would not involve the test letters in any first-of-the-week or end-of-the-week surges in volume of mail, and would also miss the abnormal first of the month and end of the month periods for business mail.

A summary of the service survey showed that approximately 12% of the test letters encountered apparent delays for malfunctionings within the Postal Service.

Copies of the report were transmitted to the Postmaster General, the Regional Director of the Post Office Department and the Dallas Postmaster. Each of the three offices of the Postal Service has initiated investigations to determine causes of the apparent delays and malfuctionings. The report indicated that Dallas Post Office operations were normal, but that post offices in the other test cities were primarily responsible for the apparent delays and malfunctionings.

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Unline world trade NEWS

Pan-American Livestock Exposition Sets Records

Dallas was the cattlemen's capital in October for Texas, the United States and all Latin American countries. The occasion, of course, was the Pan-American Livestock Exposition of the State Fair of Texas.

A huge attendance and a record number of registered purebred livestock earmarked the 1960 Pan-American Exposition as the most successful in history. according to Ray W. Wilson, Pan-American Manager.

"A total of 1,758,104 visitors attended the 9-day Exposition, which opened Oct. 8 as a major feature of the State Fair of Texas' Diamond Jubilee Anniversary," Mr. Wilson said.

"Approximately 1,000 exhibitors from 16 states entered 2,235 head of the nation's top purebred livestock in Pan-America's 25 breed divisions."

He said that Pan-American's register of distinguished guests included the names of 420 visitors from Latin American countries.

"This is the largest number of visiting cattlemen and livestock authorities from our sister republics of the South that we've ever had."

Mr. Wilson estimated that \$1,220,000 worth of purebred breeding livestock now is moving into export channels as a result of the negotiations begun at Pan-American by visiting Latin American cattlemen and Pan-American exhibitors.

"The continued growth and success of Pan-American as a show window and super market for this country's finest beef and dairy cattle, sheep, goats and swine, fully justify the purpose and faith of State Fair officials in their 1953 founding of the big exposition," he said.

"Pan-American now has grown into the world's most frequented meeting-place for purebred livestock breeders of the United States and cattlemen from all republics of the entire Western Hemisphere."

He set the date of the 1961 Pan-American Livestock Exposition at Oct. 7-15

INT'L TRADE OPPORTUNITITS

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from The World Trade Department, Dallas Chamber of Commerce.)

Investment Opportunities

BELGIUM - Modern, well-equipped plant buildings and office premises in Verviers, ideally located in heart of Common Market. Tax incentives, skilled labor force, capital participation by principals. (contact Consul of Belgium, P. O. Box 2084, Houston, Texas)

BENGHAZI - Joint venture participation with United States investors for the establishment of a number of projects in Libya is proposed by Dr. Mahdi Muttardi, import-export firm of Benghazi, Libya. Proposals for which financial and technical assistance are sought include the establishment and operation of plants to manufacture cement, paper, nails, paint and varnishes, glassware, rayon, plastic and other synthetic textiles, soap, auto repair and maintenance shops, fruits and vegetable canning and fishing processing.

The firm also expresses interest in acting as distributors for American manufacturers of chemicals and drugs, domestic appliances and equipment, washing machines, electric appliances, household and kitchen utensils, gadgets and novelties, refrigerators, radios, TV, tape recorders, canned goods, stationery, sports equipment and construction materials.

The firm is interested also in cooperating with American firms dealing with trucking activities, drilling and other activities that can be related to the oil industries in Libya. (Dr. Mahdi Muttardi, P. O. Box 376, Benghazi, Libya.)

Export-Import Opportunities

Air-Conditioning Equipment

PORTUGAL - Home air-conditioning equipment. Direct purchase and agency for U.S. Manufacturer, Santos, Guimaraes & Oliveira, Lda. (importer,

World Trade News-

wholesaler, sales agent) 523 Rua de Sa da Bandeir, Oporto.

Foodstuffs

Frozen chicken backs and necks; slated beef, pork and fish; pickled beef underbellies and pork tail; salmon in barrels; canned meats, vegetables, fruits, and fruit nectar; sardines in tomato sauce; milk and milk powder; butter, and cheese; sausages; fresh apples, grapes, and effs; confectionery, including chewing gum (sugar coated pieces) chocolate block, narie biscuits, and soda biscuits. Direct purchase and agency. Tjon Joe Ken (importer, retailer, wholesaler, sales agent), 47 Gravenstraat, P. O. Box 37, Paramaribo.

UNION OF SOUTH AFRICA—Rice, long grain, bagged in 100-200-lb bags; quotations on a. c. i. f. Durban and Cape Town basis. Direct purchase occasionally, and agency. Darlow & Vetch (Pty) Limited (k importer, exporter), 503 M.B.S. Buildings, Cnr. Wolmarans and Simonds Street, Braamfontein, Johannesburg.

General Merchandise

SURINAM — General merchandise, including perfumes, toilet water, insecticides, sheet glass, and glass bottles, Direct purchase and agency. Tjon Joe Ken (importer, retailer, wholesaler, sales agent) 47 Gravenstraat, P. O. Box 37, Paramaribo.

Plumbing Supplies

JAPAN — Hardwares and Domestic Machines. Builder's hardwares hand and machine tools; machine screws and nuts; sewing machines; electric fans; and other household goods. Tosei Mercantile Corporation, 28 2-chome, Sannomiya-cho, Ikuta-ku, Kobe, Japan.

FRANCE — All types of building materials and specialties for the building trade, industrial supplies, and factory equipment and small equipment for building contractors. New products of good quality preferred by firm. Firm desires descriptive literature and price lists. General agency for Bordeaux and region. Victor Mechoulan (sales agent) 102 Quai des Chartrons, Bordeaux Gironde.

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Insurance Information Service Names Riley. Michael Riley, president of Transport Insurance Company, has been elected president of Southwestern Insurance Information Service, Inc.

Other new officers are Richard Skinner, manager for Indiana Lumbermen's Insurance Company, second vice-president; Pete Mims, regional manager for Allstate Insurance Company, third vice-president, and John Goolsby, vice-president of Republic Insurance Company, secretary-treasurer.

English Elected Trucking Group Officer. O. B. English, president of Red Ball Motor Freight, Inc., has been named fourth vice-president of the American Trucking Association.

Mr. English is the son of Henry E. English, chairman of the board of Red Ball and a former president of the trucking association. The senior Mr. English now serves the group as vice-president at large.

The two executives became the first father-son team to hold national offices at the same time in the trucking industry's trade association.

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Clubs and Associations-

Spivey Heads Planners Institute. The Gulf Southwest Chapter of the American Institute of Planners has elected Charles Spivey president.

Mr. Spivey is director of planning for Koch & Fowler and Grafe, Inc., Dallasbased firm of consulting engineers, now preparing comprehensive plans for the Texas cities of Orange, Pampa, Plainview, Tulia and Victoria. He was formerly director of planning for the City of Lubbock and assistant director of planning for Dallas.

*

Engineers Club Elects Kachtick. R. F. Kachtick, Jr., has been chosen president of the Engineers Club of Dallas for the 1960-61 club year.

E. E. Hurt has been elected chairman of the board of the 800-member group.

Named to serve with Mr. Kachtick were Terrell Harper, vice-president; Harold H. Stinebaugh, secretary, and H. M. Smotherman, treasurer.

The Engineers Club of Dallas, observing its tenth anniversary year, is composed of professional men from all branches of engineering, science, and architecture. It occupies the second floor of the Vaughn Building.

Dallas Fashion Arts Museum Opened. Located in the Dallas Merchandise Mart, the recently-opened Dallas Fashion Arts Museum will be available to the public in general and to fashion researchers and students.

A civic project, sponsored entirely by the Dallas Fashion Arts, Inc., a club composed of professional women working in the fashion field in the Dallas area, the museum will contain the Carrie Marcus Neiman collection as well as garments by designers who have received American Cotton Council awards.

This is a growing museum and the public is invited to donate old fashion treasures.

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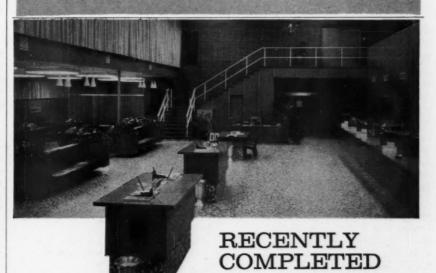
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Vance Miller

YOUNG MEN GOING PLACES

By Elory Owen

Vance Miller is both a jet fighter and a young executive with his feet very much on the ground.

But it's no paradox.

Weekends are likely to find him at the controls of a Texas Air National Guard F-86 Sabrejet.

The rest of the time he's the 27-yearold Secretary-Treasurer of Henry S. Miller Company, the largest real estate company in Dallas and one of the oldest.

Vance is the third generation of a Dallas real estate family. The firm was founded in 1914 by his grandfather, Henry S. Miller Sr., who is now Chairman of the Board. His father, Henry S. Miller Jr., is President of the firm.

With this background, it was only natural that Vance should follow in the family tradition.

The only serious challenge to that inclination came from flying. And that didn't materialize until long after Vance had been thoroughly indoctrinated in the family calling — starting as a young office boy and continuing through college, where he received a degree in real estate from SMU.

But even the world of super-sonic flight—the cold, blue realm of blinding speed—failed to win him away permanently.

"I love to fly," says Vance, "but to me, the real estate business is as fascinating and varied. The challenge is a big one and provides such a sense of accomplishment that nothing else ever appealed to me more."

The challenge is there, certainly. It was

laid down by the company — and his grandfather and father. Both are among the comparative handful in this country who are members of the American Institute of Real Estate Appraisers — a top honor among realtors.

Henry S. Miller Company — doing an annual volume of between \$15,000,000 and \$20,000,000 — deals exclusively in business and investment properties, mostly in the Dallas urban region.

In addition to selling and leasing of real estate, the firm has established a wide reputation for other services, such as appraisal and management of properties. And in recent years, the company has become a leader in the post-war development of shopping center operations—ranging all the way through development, financing, leasing and management.

Vance has been well-grounded in the various phases of the real estate business; there is hardly one to which he hasn't been exposed.

Most of the exposure has been in the year and a half that he has been back in the company. His return followed three and a half years active duty with the Air Force as an F-102 pilot with the Air Defense Command.

Some of those attributes have carried over. He is quiet-spoken but decisive, with an appreciation for thoroughness — qualities that will serve him well.

Vance can also credit the Air Force for what most closely approaches a hobby for him — skiing — a sport he picked up on the snow-covered slopes of Vermont, where he was stationed.

He's a Jaycee and last year was General Chairman of the Americanization Committee. Vance belongs to the Dallas Civic Opera Guild and is active in SMU and fraternity alumni affairs.

He is a member of the Dallas Real Estate Board; is working toward other professional designations — and is also a member of the International Council of Shopping Centers.

Despite the decisive role Henry S. Miller Co. has played in Dallas suburban developments, Vance is a definite believer in the resurgence of the Central Business District and its inevitability.

He also feels that the immediate future is going to see a tremendous interest in real estate and real estate investment on the part of the public, even the small investor.

"The hey-day of buying blindly has long-since past," he says. "Good properties are hard to find, whether they be real estate or something else. We will see a continual demand for more professional advice and consultation with professional realtors."

He is probably right, because there is a centuries-old American instinct toward the ownership of land and property. And its realization has been one of the major keystones of progress.

The years ahead will probably see Vance Miller and the company of which he is a part continue to help fill that basic need.

The result will be a greater Dallas — and a greater future.

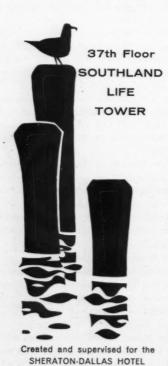
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ARTS AND MUSIC

Theater Center Attracts Visitors, Wide Acclaim

At two o'clock in the morning or five in the afternoon, curious sightseers seek out the Dallas Theater Center to peep in and behold what the world's most famous architect has conceived for the stage of our times. The Frank Lloyd Wright-designed theater is putting Dallas on the map — in the world of theater, the world of architecture, and locally, in the world of civic pride.

Citizens of Dallas from all walks of life bring or send their guests to tour the building or see a play. Scholars, stage and screen celebrities, and architectural designers consider the Center a must whether they are from Hollywood, Tokyo, or Bombay.

The showplace of Dallas, and universally appealing masterpiece of design overlooking the wooded banks at 3636 Turtle Creek Blvd. draws upwards of 200 guests a week just to tour the theater. During the first year of operation, over 40,000 visitors registered in the guest book — from June 1959 to July 1960. Although the grand opening was held at Christmastime, 1959, many visitors who never registered steadily stopped by while construction was in progress.

To accommodate the increased public interest in the Dallas Theater Center, theater officials inaugurated a new tour guide service for the current season. In effect since mid-September, it provides two fully guided tours daily covering every phase of the theater - at 12 noon and 12:30 p.m. This same service is available Sunday afternoons from 1:30 to 4:30. A "limited view tour" has been added which enables visitors to see the lobby and auditorium with a guided explanation of the theater's functioning. Frequently world travelers taxi out from Love Field "between plane connections" for a quick look. The limited tour enables them to see rehearsals or classes in progress on stage.

To greater Dallas, the Theater Center is the hallmark of civic pride and leadership. Constructed by public contributions, this unique repertory theater is truly a community theater and a great cultural asset to the entertainment world of Dallas and the nation.

Over 3,000 patrons held season subscriptions to the first season, enabling the theater to wind up by July 1960 in the



A scene from the Theater Center season's opener, "The Matchmaker" by Thornton Wilder shows Ramsey Yelvington as Horace Vandergelder disuading his hard-working assistants, Cornelius (Harry Davis) and Barnaby (Claude Crowe) from relaxing during working hours. The play is in repertory all season through July 15.

black. Management anticipates an even greater number of subscribers for the current season which opened November 17 with Thornton Wilder's "The Matchmaker" and continues through July 15, 1961 including nine new productions, and a world premier, all presented by the professional resident repertory company comprised of actors from all over the United States, and such foreign countries as China, Mexico, the Philippines, England and Switzerland.

The Dallas theater-goer has the opportunity to see Broadway hits, classical revivals, and new scripts. If they happen to miss a play during its initial run, they can see it during the season when it returns "in repertory."

As well as housing a resident repertory company of some 40 actors, the Dallas Theater Center also comprises a graduate school of drama offering a master's degree through Baylor University, a Children's and Teen Theater for training young people from 8 to 18, an evening program — Adult Education in the performing arts — and a laboratory for experimentation in film, light and sound. At present over 200 young people and nearly 60 adults are enrolled in classes.

Conventions, civic, professional and business groups, as well as high school, college and other educational organiza-

Arts and Music-

tions utilize the Center's group plan for theater parties and benefits.

Under the direction of Paul Baker, the Center was started in 1954 when a group of outstanding businessmen and women realized the need of a high quality producing theater for Dallas, Many of the current Board of Directors of the theater were among the early planners. Mr. Baker is also chairman of the Department of Drama of Baylor University. He has received international acclaim for his revolutionary approach in interpreting drama and for his ability in training students in all phases of the theater arts.

The Dallas Theater Center was constructed at a cost of approximately \$1,000,000. It is named in memory of Kalita Humphreys, a Texas-born actress, who made her debut in Dallas and performed in New York with Danny Kaye and Jose Ferrer. She met an untimely death in a plane crash.

During a season of 36 weeks, the Center produces 8 to 12 plays. The plays are presented alternately and brought back for limited runs during the season. This provides an audience with a wide selection of productions throughout the year.

In terms of cultural growth, the Dallas Theater Center keeps pace with the ever increasing business and professional development of the city of Dallas. It is a tribute to its far-sighted citizens whose pride and leadership have made possible America's most unique repertory theater.

World Garden of Art Inaugurated.

The unveiling of an abstract sculpture from Italy, titled "A Degant," marked the inauguration of a worldwide art project at the Dallas Market Center.

Approximately two acres of the Dallas Market Center site will be gradually transformed into a terraced area to be christened the "World Garden of Art." Harwell Hamilton Harris, architect for the Trade Mart, will design appropriate pedestals, pools, and strollways to complement the sculpture.

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The expansive panorama of Turtle Creek Garden apartments is being built into the tree-studded hillside at 2525 Turtle Creek Blvd. by the Grinnan Development Company. Leasing of the 106 luxuriously-appointed apartments has already begun.

Construction Started on Turtle Creek Apartments. Grinnan Development Company has begun construction on the \$2,600,000 Turtle Creek Garden apartments located on a four and one-half acre site at 2525 Turtle Creek Boulevard.

Completion of the 106-unit apartment structure is scheduled for March of next year.

Each apartment will have two or more bedrooms and two baths. A wide selection of floor plans will be offered to allow customizing according to the personal wishes of the tenants.

The owners of the developing company are Lewis P. Grinnan, Jr., James S. Grinnan and Robert L. Stovall.

Warren H. Hall designed the project; structural engineering was handled by Kirk & Nagler Consulting Engineers, and mechanical engineering was provided by Owens & Fowler.

Leasing already has begun under the direction of Jean M. Ledyard.

*

Agricultural Department Occupies New Office. The United States Government Agricultural Department, formerly located at 1407 Ross Avenue, has moved to its new cotton classing office at 7009 Carpenter Freeway, Brook Hollow Industrial District.

Under the direction of Roy W. Gilbreath, officer in charge, the function of this office, with its 42 employees, is to class cotton grown in a surrounding 56-county area, embracing parts of both Texas and Oklahoma.

Gregory Good, general contractor, constructed the 7,200-square-foot building, and Jim Moran, of the realty firm of Hudson & Hudson, negotiated the lease.



William V. Mays, left, Council president, presents the Dallas Hospital Council Award to Dr. Charles Max Cole. Dr. Cole was honored for "unselfish interest in his fellowman." He led the Dallas Health Fair.

Hospital Council Honors Dr. Charles Max Cole

Dallas surgeon, Dr. Charles Max Cole, has been named recipient of the Dallas Hospital Council Award.

Dr. Cole, who is Chief of Surgery at Medical Arts Hospital and Assistant Clinical Professor of Surgery at Southwestern Medical School, was presented a plaque by William V. Mays, President of the Council and Associate Administrator of Methodist Hospital of Dallas, which was inscribed as follows: "the Dallas Hospital Council Award presented to Charles Max Cole, M.D., for his unselfish interest in his fellowman, for the practical demonstration in his belief that better health makes a better community.

Specifically, Dr. Cole was cited for his leadership of the Dallas Health Fair, held in November of 1959.

News Spotlight-



McElvaney

McElvaney Named SMU Board Chairman. Eugene McElvaney, senior vice-president and director of the First National Bank in Dallas, has been named chairman of Southern Methodist University's board of trustees at the administrative body's semi-annual meeting on the SMU campus.

Mr. McElvaney, a native of Denison, displayed his first interest in the university when, as a lad of twelve, he pledged \$25 from paper route savings toward its establishment.

One of the state's leading oil bankers, he was the first man in his profession to devise a plan for lending money on oil while it is still in the ground in the 1930s.

New member of SMU's board of trustees is C. A. Tatum, Jr., president of the Dallas Power & Light Company.

In other action, the board recommended the election of eleven additional members to SMU's Board of Development. Included are William P. Clements, Jr., Robert C. Dunlap, Jr., and Arthur L. Kramer, Jr., of Dallas.

*

Five Institutions Receive Large Donations. Mr. and Mrs. Theodore P. Beasley have made a gift of securities valued at approximately one million dollars.

The gifts include \$250,000 to Texas Christian University; \$250,000 to the Dallas Y.M.C.A.; \$250,000 to the East Dallas Christian Church; \$200,000 to George Williams College of Chicago; \$25,000 to the National City Christian Church Corporation; and the remaining \$25,000 to the Religious Heritage of America, Inc., in Washington, D. C.

Mr. Beasley is president of Republic National Life Insurance Company.





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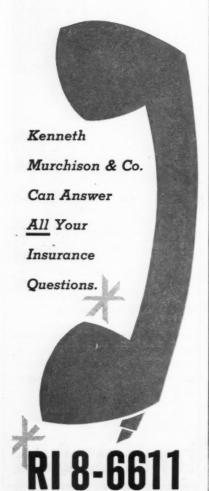
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News Spotlight-

Jaycees Begin All-Out Membership Drive

Members of the Dallas Junior Chamber of Commerce began an all-out membership campaign on November 2.

The six weeks drive which ends December 14 is expected to bring in 450 new Jaycees.

The Junior Chamber of Commerce is a civic organization for young men between the ages of 21 and 35, inclusive. It is dedicated to two purposes: improvement and development of the community; and improvement and development of its members to train them for business advancement and civic leadership.

Through some 300 different civic projects, the Junior Chamber of Commerce is a vital force to Dallas. Among the programs which are sponsored or supported by the Jaycees are:

The Mile of Dimes, Christmas parties for underpriviledged children; Rural Youth Day at the State Fair of Texas; Crippled Children's Day at the Fair, the Scottish Rite Crippled Children's Boy Scout Troop, and cooperation with Dallas public school programs.

This year the group contributed to research at the Wadley Blood Bank by sponsoring a football game early in the fall.

Jaycees also work in cooperation with the Dallas County Juvenile Home, the Dallas Fire Department, and each year sponsor one Junior Achievement company. They are also known for co-sponsoring public affairs luncheons and promoting trade through such programs as the "Best Dressed Jaycee" contest.



C. Russell Smith Jr. is current president of the Dallas Junior Chamber of Commerce, with a current membership of 418.



Dallas Junior Chamber of Commerce members hope to add 450 new members to march under the Jaycee emblem by December 14, last day of the drive.

C. Russell Smith Jr., president of the Dallas Junior Chamber of Commerce, points out that, with a successful campaign, time for any individual member will be no problem. "With a ready, large source of manpower, we will no longer have the problem of burning out any one person or requiring too much time away from the job."

Current membership in the Jaycees is 418.

Braniff Inaugurates Mexico City Service

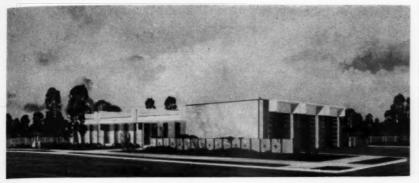
New air service to Mexico City was inaugurated by Braniff International Airways on Nov. 9.

Via the San Antonio gateway and Dallas, the new route will provide the first through air service between Mexico City and Kansas City and Minneapolis-St. Paul. It also will be the first direct, one-carrier service to Mexico from many cities in a vast mid-section of the United States

To provide a greater area with direct links to the new Mexico service, Braniff has revised its schedule pattern so that passengers in 17 cities of 11 states can make convenient connections with the U.S.-Mexico flights.

With accommodations for 15 tourist and 54 first-class passengers, the daily Lockheed 188 flight will leave Minneapolis-St. Paul at 10 a.m., Kansas City at 12 noon, Dallas at 2:30 p.m. and the San Antonio gateway at 4:15, arriving in Mexico City's international airport at 6:45

Northbound, the flight will leave Mex-



New Fire Station Announced

The new City of Dallas fire station No. 49, to be located on Hampton Road at Redbird Airport entrance to Oak Cliff, will contain 6,000 square feet of floor area. The \$71,000 structural steel frame and masonry building is being designed by Architect Jess S. Epps, Jr. Construction on the new fire station will begin early in 1961.

ico City at 12:50 p.m., arriving in San Antonio at 3:15, Dallas at 5:20, Kansas City at 7:47 and Minneapolis-St. Paul at 9:55.

Mayors and chambers of commerce presidents from midwestern and southwestern cities along with U.S. government officials and prominent businessmen made a goodwill mission aboard the inaugural

Community Chest Reaches Goal. The Dallas County Community Chest raeched its campaign goal for the 19th

consecutive year.

Pledges of \$2,913,991 were reported at the final report meeting of the 38th campaign November 15. The original goal for the campaign was \$2,910,199.

The Community Chest supports 116 health and welfare service centers.

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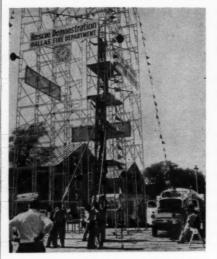
George F. Mixon, Sr. George F. Mixon, Jr.

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Dallas Fire Department Celebrates Anniversary



The Thrill Show at State Fair demonstrated many methods of rescue. Here, a ladder is used as an improvised fire escape for persons trapped on upper floors. Rookie firemen put on the show.

This year marks the 75th anniversary of the Dallas Fire Department as a paid firefighting organization.

To commemorate the occasion the Dallas Morning News published an eight-page tabloid section featuring the Dallas Fire Department. At the State Fair of Texas, the department featured three separate events: a Thrill Show or Rescue Demonstration, a Fire Prevention Booth, and an official Western style string band, the Fire House Rhythm Kings.

Near the end of October, the department received a letter from the United States Department of Commerce expressing interest in the Thrill Show as a possible prototype for a demonstration at the United States Exhibit which will be entered in the International Trade Fair in Poznan, Poland, June 11-25, 1961.

The Thrill Show is actually a part of the Fire Department's training program and part of its effort to educate Dallasites on the department's role in rescue operations.

A giant scaffold, 24 feet by 36 feet by 65 feet high, was furnished by a local company and erected on the Fair grounds. The department moved in one fully equipped heavy-duty rescue unit and one 100-foot aerial ladder truck.

The men who put on the Thrill Show were Rookie Firemen. None of them had ever worked a day in the Dallas Fire Department. The demonstration was part of training exercises, conducted under the supervision of Chief F. J. Douglas who is an assistant to Chief Training Officer R. Roy Simmons.

By what was considered to be a conservative estimate, more than 172,000 people saw the 56 shows during the 16-day run of the State Fair of Texas.

At the State Fair of Texas, the show demonstrated to the public the alertness of the Dallas Fire Department to meet the emergency situations. Rookies showed how lives can be saved even when people are trapped high up in a building engulfed by flames. The public also saw some of the less spectacular rescue work to get across the message that the Dallas Fire Department is equipped and trained to help when there is a drowning, when somebody has a heart attack and needs oxygen immediately, or when there is a wreck and people are pinned inside their vehicles.

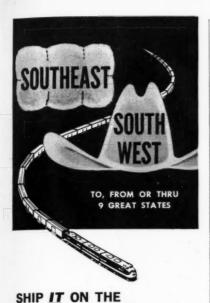
Many times the department receives assistance calls relayed from other agencies. Had the calls been placed to the Dallas Fire Department first, precious minutes could have been saved.

The Dallas Fire Department can get a life-saving resuscitator and the men to operate it to any location in the City within two minutes after it is phoned. Even when one resuscitator is in use, there is always another resuscitator within two minutes of the same location. All ten Battalion Chiefs' cars carry resuscitators and five are in reserve, placed in various locations in the City.

Last year the Fire Department answered 717 resuscitator calls, performing services for one or more persons on each call. It made 2,334 rescue runs in all, besides fire calls.

The Dallas Fire Department has six rescue units. All units carry porta-power jacks that can pull, push, or separate with 25 tons of pressure, excellent for getting people out of smashed cars. The five heavy-duty emergency trucks each carry generators with enough power to light up a small town or a hospital in the event of power failure. They are equipped with ropes, pulleys, cutting torches, power saws, and power drills.

Besides these rescue units, every piece of firefighting apparatus carries some rescue equipment. There is also a mutual aid agreement with other Fire Departments in Dallas county, which means that nine



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Anniversaries-

more rescue units are available for disaster work and also many additional pieces of firefighting equipment.

The Dallas Fire Department has one of the finest training programs in the Nation. Its standards for selecting firemen are high, and once hired they are expected to maintain these standards. Every fireman in Dallas has passed advanced First Aid and has other qualifications for rescue work. Every fireman's training continues until the day he retires or leaves the service.

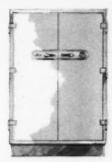
Macatee Observes Centennial

Macatee, Inc., Dallas building materials firm, is celebrating its 100th anniversary this year.

The centennial celebration dates to 1860 when W. L. Macatee launched a supply company in Houston. In 1919 a branch was opened in Dallas, and in 1932 the Dallas branch was bought outright by George Macatee, Jr., C. O. Johnson and Horace Butler.

Today, Macatee, Inc., occupies a 61/2 acre tract at 4703 Bengal and has 175 employees and branches at Tyler and Lubbock.





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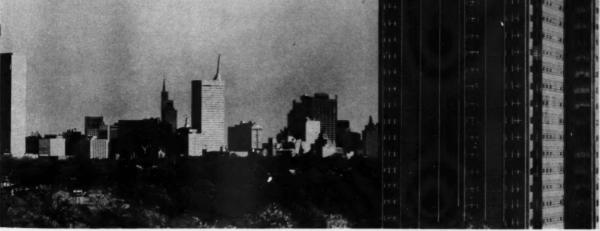
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Planned Residential Areas

(Continued from page 24)

Tisinger, A. P. Roffino, Tynes & Burch, Triangle Construction Co., James Abston, and Melton Construction Co.

Garland continues its high rate of growth and development. M. C. Cole, one of Garland's major developers, is expanding operations around his Ridgewood Shopping Center. On the Northeast, Bickle & Shaw has opened a new addition and several new subdivisions. Several new subdivisions including Storybook Addition, Enchanted Village of Centennial Construction Co., Laughlin & Silver's Executive Estates, Fox & Jacobs addition of both their Accent and Foremost Homes. LaVerne Goodwin is also developing in this area.

Growth in northwest Garland and eastern Richardson has brought those cities closer together. Major developers on the east side of Richardson include O. K. Jones, Centennial Construction Co. and Pettigrew-Worley Co.

On the west side of Richardson, growth has continued. Leading developers include Grinnan Housing Corp., with its Northrich Addition, Fox & Jacobs, and Richardson Heights, Inc.

Across North Dallas, new additions are opening or planned in almost all areas from Garland Road to Hines Boulevard. Big Lockwood addition now is carried as far as Northwest Highway, with Mahaffey & Wagner one of the major builders. On the north side of Northwest Highway, just west of Jupiter Road, the joint development of Frank H. Malone and Leland G. Lee, Jr. is proceeding. Robert Foster and Charles Gray have announced the start of a major new development north of Kingsley Road in Dallas. White Rock North addition continues in the Audelia Road sector north of the lake. In the Abrams Road Area, both Merriman Park and Merriman Estates are scenes of steady building.

West of Central Expressway, Northwood Hills addition off Hillcrest north of Alpha Road is expanding. A new luxury homes addition off Preston Road, adjoining Preston Hills Tennis Club and the Northwood Club is Preston Downs. Melshire addition, in the Preston-Forest Lane sector is expanding. Several new additions are in construction and planning stages in the vicinity of the new Hockaday School for Girls building scene along Forest Lane, between Inwood and Welch Road. New construction and development work is at various stages along Forest; its entire frontage west of Preston, in fact.

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Estates is the scene of construction of luxury homes, but Farmers Branch also has smaller homes in progress. A large development is being marketed by George Chapman & Associates, in the \$12,000 to \$15,000 range. Knighton & Cox are now planning a varied development in the Dennis Road area in the southern part of the city.

Carrollton has shown marked growth this year as a homes and construction area, and had started over 140 houses in the first 10 months. Among the more active builder-developers there is Lewis Storey.

Back in North Dallas, Sparkman Club Estates, one of the largest local developments in recent years in the \$25,000-andup bracket, continues to be one of the fastest-growing areas.

Irving expansion kept up all year to date, spurred by the opening of parts of the new Carpenter Freeway and early completion of the entire new trafficway. Northgate, Plymouth Park, and other established developments expanded this year. A newcomer there is Fox & Jacobs. Jack Threadgill is planning early development of a site on the north side of Highway 183 for homes above \$20,000. Another progressing area was Sherwood

New additions have been started in Grand Prairie headed by Burns Parum and by Burnett & Howard. Despite layoffs at Grand Prairie aircraft plants, the city had 126 new homes starts the first 10 months of 1960.

On the east side of Mountain Creek Lake, a large new addition is in progress, led by Loyd and Roland Shelby as the primary builders, with other builders joining in use of the land.

Developments in western Oak Cliff include Stevens Park West, being done by Herman Loupot and Stevens Forest, developed by BoJac Corp.

In Southern and Southwestern Oak Cliff, major developments are being carried out by Clayton Wyman, in his Glen Oaks Development, Delsing and McDaniel, the Vernon & James Smith Co., Frank H. Malone, and Polk Terrace.

With improvements of Highway 175 toward expressway status, Seagoville is feeling the first effects of land development and new homes building.

Back in the Pleasant Grove Area, the large Bruton Terrace addition developed by George O. Yamini has continued to expand.



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Aviation



Within the next 60 days, Seaboard & Western Airlines will take delivery on its first jet-powered all freight airplane. The Canadair features a swing-tail for easier cargo handling. Trans-Atlantic, all cargo service will be started in early 1961.

Seaboard & Western Airlines To Get Turboprop Cargo Plane

Seaboard & Western Airlines, Inc., which has a regional off-line sales office and freight terminal at Dallas Love Field, will take delivery within the next 60 days on its first Canadair swing-tail turboprop cargo airplane, and expects to inaugurate trans-Atlantic, all-cargo service early in 1961.

The Canadair is the first jet-powered all freight airplane to go into commercial cargo service. The main cargo compartment in the Canadair is 84 feet long and 11 feet, 5 inches wide, with a height of 6 feet, 9½ inches. The floor area in the main cargo compartment totals 924 square feet. With a net payload of 62,805 pounds, the Canadair has a range of 3,050 miles and a maximum speed of 395 miles per hour.

Seaboard & Western, which established

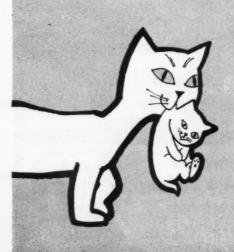
its off-line facilities in Dallas in 1959, operates all-cargo air services between New York and western Europe. The Dallas office serves a region comprising Texas, Oklahoma, Kansas, Arkansas, New Mexico, Louisiana, and the Republic of Mexico. A district office in Houston is also administered from the Dallas Regional facility.

Lorch Takes to the Air For Spring Market Show

Jet-age fashions from the Spring lines of Lorch of Dallas were shown aboard Delta Air Lines Convair 880 on the opening day of the spring market here.

Eighty buyers were guests of Lorch, taking a chartered bus from downtown hotels to the Delta boarding ramp, where they boarded the fastest jet for a one-hour flight, cruising over Texas, Oklahoma, Arkansas and Louisiana.

After a Polynesian champagne luncheon, Miss Frances Wheeler of Delta Air-



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Aviation-

lines commentated the showing of Lorch spring fashions on models who paraded down the aisle. Favors were distributed to guests in Delta flight bags.

Fashion editors and cameramen from KRLD-TV and WFAA-TV were on the flight, and stories and film were viewed widely. The TV film was sent to New York for newscast showing there.

First Crusader Makes Final Flight. The first experimental model of the carrier-based Crusader fighter has made its final flight.

The freshly refurbished fighter, whose 508 flights during five years as a test airplane helped write a new chapter in supersonic Naval aviation, landed at National Airport on its way to the Air Museum of the Smithsonian Institution.

John Konrad, chief experimental pilot for Chance Vought Aircraft who flew "One X" on its initial flight, March 25, 1955, turned over the plane's log books to C. J. McCarthy, chairman of the board for Chance Vought.

Mr. McCarthy presented the log books to Admiral J. S. Russell, vice-chief of Naval operations, who in turn presented both the books and the plane to Dr. Remington Kellogg, acting secretary for the Smithsonian.

Chance Vought Receives Navy Contract. The Aeronautics Division of Chance Vought has been given a \$68,000,000 Navy contract for continued production of the latest in its line of record-breaking F8U Crusader aircraft, the world's fastest operational Navy fighters. This brings to \$162,600,000 the total contract amount for the all-weather F8U-2N.

Now undergoing carrier evaluation tests at the Naval Air Test Center, Patuxent River, Maryland, the "2N" is scheduled for early qualification aboard an aircraft carrier and for delivery to Fleet squadrons this fall.



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(Continued from page 45

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Ben Waldman & Company, 2100 Stemmons Freeway, Suite 2004; Ben Waldman (David D. Locker)

Marvine Weatherby, M.D., 915 Medical Arts Bldg. (Wm. Flatt)

Hatco Engineering, Inc., 5151 Sharp; F. W. Taylor (James Cauthen)

L. A. Michael, M.D., 3707 Gaston (Lloyd Gerry)

Shank, Dedman & Irwin, 730 Merc. Securities Bldg.; Ralph B. Shank and Robert H. Dedman (Dan McElroy)

Retail

Campbell Duplicator Company, 413 North Akard; Frances A. Campbell (Bob Greenwald)

Royale Antiques, 7011 Loma Alto; William Seigle (Barney Rathheim)

Aline Tosch Dress Shop, 401 Northlake Sh. Center; F. L. Tosch, Sr. (James Cauthen)

Avila Furniture Company, 2231 Cedar Springs; Manuel Avila (Jack Clark)

J. C. Penney Company, 170A South Oak Cliff Sh. Center; Karl H. Otto, Jr. and Keith Bond (E. S. Parr)

Individuals

William J. Smyth, 189 Meadows Bldg. (Jack Clark)



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Hotel Whitmore, Commerce and Martin sts. L. R. Keesee (David D. Locker)
Dallas Continental Inn, 758 N. Centr.
Expr., Richardson, Texas; David Turner
(Pat Chandler)

Financial

Andrew P. Coleman & Company, 2816 Hall St.; Andrew P. Coleman (Senator George Parkhouse)

Republic Savings & Loan, 3636 Lemmon; Gordon L. Wright (Senator George Parkhouse)

Modern Acceptance Corp., P. O. Box 5392; Hubert Owens (Hubert Owens)

Insurance

Robert K. Wiehe, 2508 Cedar Springs Rd. (Bob Greenwald)

Hendry Insurance Agency, 108 Lake Highlands Sh. Vil., P. O. Box 18455 Wm. T. Hendry (Bill Shaw)

Manufacturing

Cain's Machine Shop, 3009 Elm Street; Clarence E. Cain, Jr. (Bob Greenwald) C. H. Dragert Co., Inc., 2518 Chalk Hill, P. O. Box 5690; C. H. Dragert (Senator George Parkhouse)

International Data Systems, Inc., 2652 Brenner Drive; Charles W. Skelton & Joe H. Smith (Ed Souza)

Jan's Marionettes, 13562 Webb Chapel; Mrs. James C. Cameron (Richard E. Ingram)

Millett the Printer, 700 South Akard; W. P. Millett (David D. Locker)

Employment Counselors

Stewart-Reddick Personnel Service, 6424 Gaston Ave.; W. Gene Stewart (W. Jerry Hyde)

Distributors

Amco Steel Products Co., 2326 Topeka; W. G. Hilley (E. S. Parr)

Gold Chip Co. of Dallas, Inc., 1129 Exchange Bank Bldg., W. A. Tisch (Staff) Ampex Magnetic Tape Products, 3915

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A. Campdera & Co., Inc., P. O. Box 177; A. Campdera (Bob Greenwald)

Dallas Bias Fabrics, Inc., 1315 North Peak; Ike Fallas (David D. Locker)

Windor Industries, Inc., 422 Singleton; S. A. Watson (James L. Cauthen)

Service

Associated Booking Corp., 3511 Hall St.; Joe Glaser (J. A. Pott)

Irma Austin School of Modeling, 2517 Fairmount; Irma Austin (James C. Henderson, Jr.)

East Dallas Automotive Service, 3930 Main St.; Robert Klutz (C. E. Louden) Melia Tours, Inc., Room 401, 1416

Commerce Bldg.; James R. Corley (Hubert Owens)

Eli Myers Pump Sales & Service, 5306 Harry Hines Blvd.; Eli Myers (David D. Locker)

International Motorists Association. 4711 South Lancaster; Richard B. Drenon (E. S. Parr)

Trick Bros. National Institute of Music. 9913 Garland Road; A. W. Trick (E. S. Parr)

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Harold L. Knop, Atty., 1323 Davis Bldg. (Jerome K. Crossman)

Earle B. Mayfield, Jr., Atty., 1520 Rep. Natl. Bank Bldg. (Roger Harris)

Neil E. Pask, 2816 Hall St. (James Cauthen)

Stanley M. Peskind, C.P.A., 522 Corrigan Tower Bldg., Suite 522 (Henry R. Lyon)

Margaret Sedwick Associates, 2524 Oak Lawn Avenue; Margaret Sedwick (Raymond Percival)

R. T. Bailey, Atty., 916 Corrigan Tower (Wm. W. Flatt)

Joe B. Brown, Jr., Atty., 122 Wynnewood Prof. Bldg. (James K. Allen)

Jim Collier-Arch., 425 South Field (Bill Conklin)

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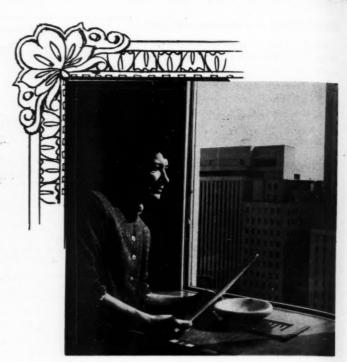
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SAVINGS & LOAN ASSOCIATION 1400 MAIN STREET . DALLAS 2. TEXAS . RI1-5101

Women in BUSINESS

By Larry Grove



Mrs. A. C. Knickbocker, Jr.

The two worlds in which Mrs. A. C. Knickerbocker Jr. moves could hardly be farther apart.

Five days a week, "Knick" lends her quietly efficient skills to the complex and mannish world of business and high finance. As head bookkeeper with a staff of nine at Corrigan Properties' carpeted 17th floor offices overlooking Ervay street, she keeps tab on the farflung multimillion-dollar Corrigan holdings.

Those holdings, as this is written, include 15 hotels — among them the Biltmore in Los Angeles, the Dallas Adolphus, and the Emerald Beach at Nassau. There are at least 12 office buildings, several acres of apartment buildings, and several dozen shopping centers from Texas to Minneapolis, from Milwaukee to Rochester.

Though 20 separate sets of books are required, the status of some 100 businesses in the Corrigan holdings is reduced to a simple figure on a single line of two mimeographed sheets. These sheets, Mrs. Knickerbocker explains, "go to my bosses each morning."

On weekends and at any time she can spare, she's likely to be found in West Dallas, befriending underprivileged teenage girls — those "little sisters" that finance somehow forgot.

The organization of Realtors' Secretaries of Dallas voted "Knick" to head it

as president during 1960. The club, made up of girls whose bosses are members or affiliates of the Real Estate Board, holds a dinner meeting each month at the White Plaza Hotel. It's an opportunity to make, or renew, acquaintances. But more than that, it has taken on charitable projects—the work with young girls in West Dallas among them.

"I like to believe we are doing a little good out there in the time we are able to devote to it. Some of the kids live in surroundings that do not exactly say 'go out and make something of your life' and we try to interest them in getting training so that they can.

"We sew with them, show them how to dress; occasionally we take them to shows. The club has given some scholarships to business schools."

A self-styled "depression child" herself, Mrs. Knickerbocker appreciates the difficulty that hangs over young girls with environmental handicaps.

"Gee, when I was growing up back in Ohio..." And she recalled her farm background at Edinburgh High School, which had no commercial courses.

But she got a business college education from Bohecker's Business College at Ravenna, Ohio, took a civil service examination, and went out looking for work.

"Anyone was lucky to hold a secretarial job more than three weeks. They'd let work stack up and use a girl as extra help only until she could get the work caught up.

"I tried Chicago, and found a job that paid \$70 a month. But I had to promise to stay at least two years. I'd no sooner reported for work than the civil service thing came through — that would be \$120 a month. I was afraid to mention it to my employer, But he agreed I shouldn't turn that down. That's when I first went to Washington."

That began 11 years with another firm whose dealings were in high finance: the U. S. Government. Work with the Bureau of Labor and with the War Assets Administration gave her a realistic view of governmental problems.

Her single misgiving with governmental service: after 11 years she was "bumped" by a veteran. If it hadn't happened that way, she says, she'd have missed out on her present pleasing association.

She said of her present boss, "He's just amazing."

"I'd been following my husband who was in the Army, and we landed in Dallas. I went to the Civil Service Commission and listed my qualifications again. A friend there suggested I see Mr. Leo Corrigan."

"At the time, I didn't know who he was," Mrs. Knickerbocker reflected, "He's really amazing."

That was the word we were about to use to describe her.



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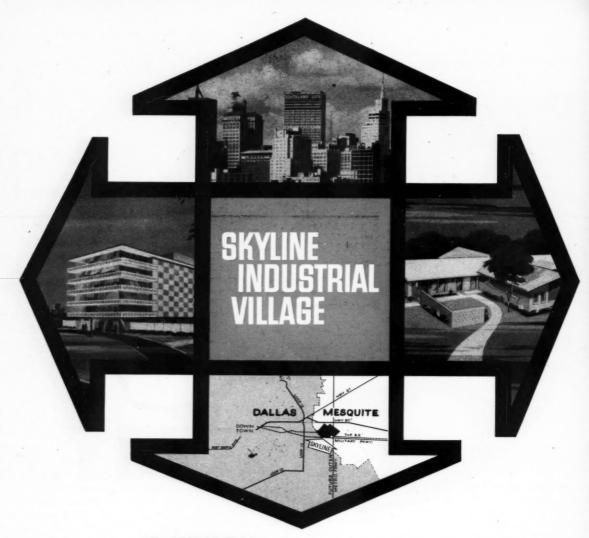
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Skyline Industrial Village is Big D's newest industrial site development, offering unusual advantages to both management and employees.

Its concept is three-fold — home, job and good living brought together in one complete package. Located in Mesquite, Texas, it is only minutes from downtown Dallas and only hours away from the nation's markets via unexcelled transportation facilities of air, rail and road.

Planned for beauty and designed for convenience, Skyline Village will provide the best in plant sites — the best in living and working conditions. Residential areas will be available walking distance away from the job. Employees can enjoy the more relaxed tempo of "village" life, without the traditional traffic scramble and the lost minutes or hours to and from work. In easy reach will be shopping centers, schools, recreation and all the services needed for family living.

Ground has already been broken and development started on Skyline Industrial Village. Excellent plant sites are now available with plenty of growing room. Industry looking for the right geographical location in the most ideal surroundings can look to Skyline Village as the "best address" in America.



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NEW and EXPANDING BUSINESS



Three acres of ground comprise the new quarters of Bowles & Edens, equipment supplies, at 4333 Irving Blvd., Dallas.

▶ Bowles & Edens has moved into a new office and warehouse at 4333 Irving Blvd. The new quarters comprise three acres, providing ample space for stocking equipmnet and supplies for contractors and municipalities. The buildings were designed and construction supervised by Edward L. Kerr, Dallas architect. Charles V. Summer Company, Dallas, was general contractor. October 15 marked the beginning of the 15th year of operation for Bowles & Edens. During this year, they entered the construction equipment business to round out their lines and offer a complete service to contractors and municipalities.

*

▶ Sparkman's Inc. has announced the purchase of Pool's Funeral Home, 315 South Hampton in Oak Cliff. This, Sparkman's third Dallas location, will be known as Sparkman's Oak Cliff Chapel. It will service the area of greater Oak Cliff as a complete and fully equipped mortuary. All three are under the same management.



Socony Mobil Oil Company Purchases 19th Beechcraft



Sam J. Willis, chief pilot for the Houston Division of Mobil Aircraft Operations of Socony Mobil Oil Company, left; David S. O'Keefe, pilot, center; and Paul W. Hall, co-pilot, take delivery on the company's new Beechcraft Super 18 Transport, purchased from J. R. Gray Company, Beechcraft distributor, Love Field, Dallas.

According to Charlie E. Morris, manager of the aircraft department of Socony Mobil Oil Co., of New York, this is the 19th Beechcraft the company has operated. The airplane traded in to J. R. Gray Company was also a Beechcraft twin, "which we flew over 8000 hours in 15 years without any major mechanical difficulties," said Willis.

The new 7 to 9-place, 214-miles-perhour Beechcraft will be used in flying company personnel on business trips throughout the United States and Canada.

Mr. Willis said, "we will average flying this airplane more than 600 hours a year, as we have the others. Airplanes such as these save us time and money, making it possible for company personnel to attend to business over the country in one-fifth of the time required by any other method of transportation. We can cover a travel schedule in one week that otherwise would take us five to complete. That's saving time and money."

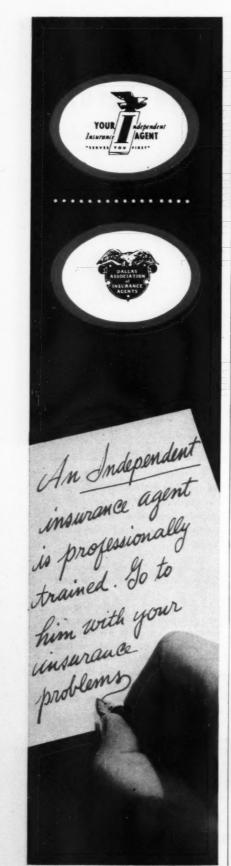
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New and Expanding Business-



Art Gallery Opens on Fairmount

Marini, Inc., a new art gallery has opened at 2520 Fairmount. Completely air conditioned, the gallery building has an area of 7800 square feet in addition to the garden area where statues in bronze, marble and terra cotta are to be displayed.

▶ Detroit Steel Corporation has established a district headquarters office in Dallas, headed by Warren McClelland, who previously was with the company in Milwaukee. The Dallas office will cover Dallas-Fort Worth and North Texas. It is located in the Jefferson Tower at 351 Jefferson Avenue. George Klein of the Henry S. Miller Company, Realtors, handled the lease negotiations.

Ling-Temco Electronics, Inc., has formed a new unit, Micromodular Components Division, which will design, produce and market logic circuitry modules for transistorized computers, custom semi-conductor assemblies and high-voltage rectifiers.

Acme Brick Company has established a new division sales office in Dallas at 1214 McKinney Avenue. John Doughty, formerly division sales manager for Acme in Kansas, has been appointed sales manager of the Dallas division. He has been with the company since 1949.

Melia Tours, Inc., has opened a new Dallas office in the 1416 Commerce Building. This office will assist travel agents in a seven-state area in providing faster and more efficient hotel and sightseeing arrangements in Europe, the Middle East, South America and around the world. James R. Corley has been named manager.

Tishman Realty Plans

Downtown Luxury Apartment

Tishman Realty and Construction Company, New York, plans to erect a 25-story, high rise apartment building on the northwest corner of Olive and Bryan Streets. The new twin-tower structure will feature efficiency studios, and one and two-bedroom apartments aimed at providing luxury living accommodations for those who want to reside closer to their businesses as well as the downtown facilities. Raymond Nasher, president, Nasher Properties, Dallas, will be associated with Tishman Realty in this project.



New Moon Homes Occupies Dallas Offices

This 14,880-square-foot facility is the new general offices of New Moon Homes, Inc., a pioneer in the mobile home industry. The firm recently transferred its headquarters to Dallas from Alma, Michigan, and is now located at 7808 Carpenter Freeway in Empire Central. The building was constructed by James Wimberly and Company.



Stephens Company in New Quarters

Stephens Company, Dallas wholesale distributor of building materials, has occupied this new 21,000-square-foot office and warehouse located at 1305 Wycliff, Trinity Industrial District. Architects for the building were Frank Woerner Associates; Marvin L. Gassman was general contractor, and Campbell and Campbell acted as realtor.

▶ Bio-Assay Laboratories has begun construction of new offices and laboratories on Carpenter Freeway in the Brook Hollow Service Center. Bio-Assay performs analytical and research tests in the fields of chemistry, bacteriology and radioisotopes. Architects for the 8100-squarefoot building are John Preston Travis and Associates; lease negotiations were handled by Robert L. Shaw of Watson and Watson, Realtors.

▶ Dresser Electronics, a new division of Dresser Industries, Inc., has been formed to give better identification to the company's expanding importance in the electronics industry. The scope of the new division will include all the activity in the electronics field of two Dresser subsidiaries, Southwestern Industrial Electronic Company, Houston, and Hermetic Seal Transformer division, Garland, Texas.



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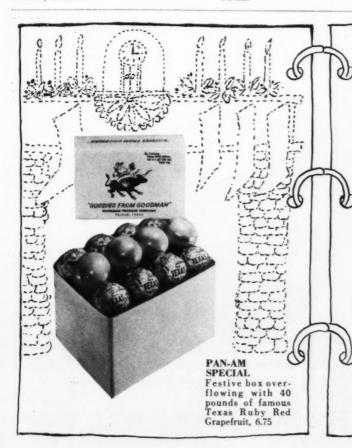
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New and Expanding Business-



Shaw-Walker Completes New Distribution Center

This facility at 9210 Premier Row in the Brook Hollow Industrial District of Dallas is the new distribution center of The Shaw-Walker Company. It will be used exclusively in the receiving and shipping of Shaw-Walker merchandise and will serve a multistate area. It also will service the requirements of the company's new retail branch store in the Turtle Creek Building. Grady Jordan, realtor, negotiated the lease, and McFadden & Miller Construction Company was general contractor for the building.

▶ Unitours, Inc., with offices in Los Angeles, New York, and Paris, France, has opened a branch office at 1611 Fidelity Union Tower Building. The firm specializes in handling transportation arrangements and promotions for large groups, particularly membership organizations, industrial firms, unions and employee recreation and welfare clubs. Milton Lang is vice-president of the new corporation.

▶ Texas Instruments Incorporated is establishing a new subsidiary company, Texas Instruments France, to manufacture semiconductor devices and components in France for the European Common market. Various sites near Nice are being studied and a modern plant will be constructed. Until it is completed, manufacturing will be carried on in leased quarters in Nice:



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Ardinger & Son Move to Brook Hollow Facility

H. T. Ardinger & Son, importers, are now located in this new warehouse at 8930 Diplomacy Row in the Brook Hollow Industrial District. Built by J. H. Williams Company, the structure contains 20,000 square feet, with 2,000 square feet of office space.

▶ Tom Merriman Productions at 3101 Routh has been formed by composer-producer Thomas W. Merriman. Formerly president of Commercial Recording Corporation, and a founder of radio station KVIL, Mr. Merriman will consult with advertising agencies, advertisers and radio-TV stations, specialize in the original composition and production of music for radio and television commercials, motion pictures, industrial shows and conventions, sales meetings and stage presentations.

▶ The Shell Oil Company has opened a Dallas district sales office at 8130 Carpenter Freeway, in Empire Central District. W. J. Harrell has been named manager.

▶ The Bankers Digest, Texas' weekly banking newspaper, has moved its offices to new and enlarged quarters in 307 Empire Bank Building. The publication, founded in 1942, has been in the National Building for the past 18 years. Robert Pinson is the editor and publisher.





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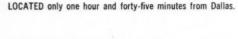
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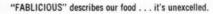


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APPOINTMENTS and PROMOTIONS



JOHN HUGHES has been named as the new vice-president, and CARL HECHT as the operations manager of Texas Delivery Service. CHARLES L. LOEW has been elected a director of the Dallas firm. Fleet manager for a major oil company for more than a decade, Mr. Hughes will be in charge of the Texas Delivery fleet, as well as purchasing and maintenance. Mr. Hecht's experience includes three years with a firm of certified public accountants on the eastern seaboard and ten years with the Arvey Corporation in Chicago and Detroit.



JAMES J. KERLEY, formerly with Ford Motor Company, and the Crosley Division of Avco Corporation, has been named controller of Chance Vought Aircraft, Inc. Mr. Kerley holds Bachelor of Science and Master of Arts degrees from Temple University and the University of Pennsylvania in finance and economic theory. He comes to Dallas from Cincinnati, Ohio, where he was vice-president and controller of the Crosley Division.



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Appointments and Promotions—

HARLAN RAY, formerly president of Southwest Airmotive Company, has been elected chairman of the board. In other promotions, WINSTON CASTLE-BERRY, previously executive vice-president, has been named president of the company's service division; GEORGE W. JALONICK III also a former executive vice-president, has been named president of the distribution division; and JACK MOSIER, of the company's accounting staff, has been elected assistant treasurer.

Advancement and expanded duties for eleven key executives of the firm's supply distribution division include: B. W. JACK-SON, operations director; BERT CON-NER, JR., manager, Kansas City, Kansas, district; W. F. GALLEMORE, commercial sales manager; R. D. SAUNDERS, manager, Dallas district; GERALD COKE, dealer sales manager; RICHARD S. SEGER, merchandising director; JAMES K. BRILEY, technical assistant; MRS. RITA HARVELL, administrative assistant; PAUL IVEY, technical sales manager; M. A. BARBETTINI, sales director, and R. M. MILLER, inventory control manager.

CREIGHTON CARLIN has been named president of Ordway-Rutherford-Carlin, a corporation specializing in commercial and income property loans. Mr. Carlin was formerly vice-president in charge of commercial loans for Rick-McGuire Company.

A. DEAN HARTWELL has been named secretary and W. R. WONER elected treasurer of Great Southwest Warehouses, Inc. Mr. Hartwell was associated with Interstate-Trinity Warehouse Company and Mr. Woner was with Dallas Transfer and Terminal Warehouse Company when the two corporations merged in July, 1959, forming the Great Southwest Warehouses, Inc. In other appointments, R. E. ABERNATHY, JR. was named to the board, and W. C. HUDLOW, JR. was elected vice-president of the corporation.

LUTHER H. SOULES, formerly vicepresident and sales manager of White Swan Coffee Company, has been appointed vice-president and manager of sales of both Great Western Foods and White Swan Coffee Company. Mr. Soules, now on White Swan's board of directors, also has been elected to the board of Great Western Foods. We just do not believe in inferior products, in either lenses, frames or craftsmanship — where your invaluable eyesight is concerned.

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106 E. MAIN . AN 2-1511 . GRAND PRAIRIE



A distinctive installation of Hoosier Office Desks in the First National Bank in Dallas

Vance K. Miller Company

1916 Main Street

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Complete Lines of Office Furniture and Office Supplies

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Appointments and Promotions-

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ROLLO E. DAVIDSON has been elected president of Associated Publishers, Inc., publishers of trade journals, including Southwest Advertising and Marketing and Drilling International. Mr. Davidson joined the company as business manager in 1946, and he has been executive vice-president since 1954.

¥

HAROLD H. WINEBURGH, former president of the Outdoor Advertising Association of Texas, now is associated with National Advertising Company, a subsidiary of Minnesota Mining and Manufacturing Company. Active in outdoor advertising for 37 years, Mr. Wineburgh will specialize in the shopping center network program developed recently by National Advertising.



HARRY L. DEDMAN has been elected vice-president of Texas Bank and Trust Company. A native Texan, Mr. Dedman is a graduate of Texas A & M College with degrees in petroleum and mechanical engineering. He joined Texas Bank in August, 1958, and was named assistant vice-president and manager of the oil department in October of that year.

Appointments and Promotions-

CHARLES M. WHITE, JR. is the new manager of finance at Lone Star Boat Company. Mr. White, a graduate of Baylor University, attended the University of Illinois graduate school, and is a certified public accountant. He is headquartered at Lone Star's Grand Prairie plant.

LARRY L. BONNER has been promoted to vice-president of Magnolia Seed, Hardware and Implement Company. Mr. Bonner has been office manager and supply buyer of Magnolia for the past five years. He will retain supervision of these two departments, along with his new duties as vice-president.

JERRY MANN, former general manager of baseball star Mickey Mantle's southwestern enterprises, has been named president of Business Wings, Inc., the Cessna airplane distributorship in North Texas. Other recently-elected officers of Business Wings include PAUL A. KENNEDY, chairman of the board; BILL PYKE, treasurer; MRS. RITA HARVELL, secretary; PEGGY McDONALD, assistant secretary, and JOHN RATH, service and parts manager.

NORMAN V. LOVETT has joined Gifford-Hill Companies as director of personnel. In his new post, Mr. Lovett will be in charge of basic personnel functions, employee benefits and services, wage and salary administration, safety, education and training, and communications.

JAMES M. WHITEHURST, C.L.U. has been appointed to the newly-created post of assistant agency director of Praetorian Mutual Life Insurance Company. Mr. Whitehurst holds the designation of Chartered Life Underwriter from the American College of Life Underwriters. He is a member of the Dallas Association of Life Underwriters, the Texas Association of Life Underwriters, and the National Association of Life Underwriters.

CLIFFORD WHEELER, head of 7-Eleven Food Stores Division, has been elected to the board of directors of the Southland Corporation, the parent company.





CARROLLTON, TEXAS (suburb of Dallas), Dallas Phone CH 7-6141

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Best Prevailing Rates & Terms Specializing in Prompt Service

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1302 Main Street

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36 YEARS EXPERIENCE FINANCING REAL ESTATE



NCR* or Carbon Interleaved BUSINESS FORMS

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Do the job better and faster!

No Quantity Limit - Prompt Delivery

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F YOU PACKAGE THINGS

... whatever they are, chances are a Hoerner Packaging Engineer can help you cut costs. He'll make an objective study of your company's packaging operations. It won't cost you a cent or obligate you in any way. It can mean big savings to you in labor and material costs, reduce shipping loss. Call today.

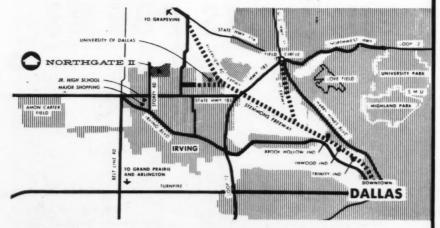
HOERNER BOXES, INC.

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Norwood W. Beach Jr.	Huey & Philip	Sales manager, hotel supply division
Raymond E. Beduhn	Hermetic Seal Transformer	Manufacturing manager
William A. Carroll Jr.	Burgess-Manning	Manager, marketing
Michael Corboy	Texas Instruments, S-C division	Sales manager
William A. Custard	Lionel D. Edie & Co.	Account manager
Ralph Helmericks	Bell Helicopter	Manager, plans
Bernard Jones	Womack-Byrne	Retail sales manager
Charlotte Lee	Keitz & Herndon Inc	Production coordinator
Jack Lewallen	Southwestern Drug	Design, merchandising manager
James C. Long	Republic National Life	Actuarial assistant
E. A. McSpadden	Associated Federal Hotels	Comptroller
R. T. Oliver Jr.	Burgess-Manning	Sales manager, domestic operations
Jim Pratt	Taylor-Norsworthy	Radio-TV director
J. I. Sanders	East Texas Motor Freight	Assistant secretary
John Edwin Schwartz	Bell Helicopter	Export regional sales manager
Paul Tucker	Womack-Byrne	Wholesale sales manage



only 11 minutes from downtown Dallas!



THE AREA WITH THE "BUILT-IN" FUTURE, TODAY!

Bigger...Better...The Best in 3 & 4 Bedroom, 1, 1½ & 2 Bath, 2-Car Garage, VA or FHA brick homes from \$13,150 to \$17,750. Early American or Contemporary Exteriors.

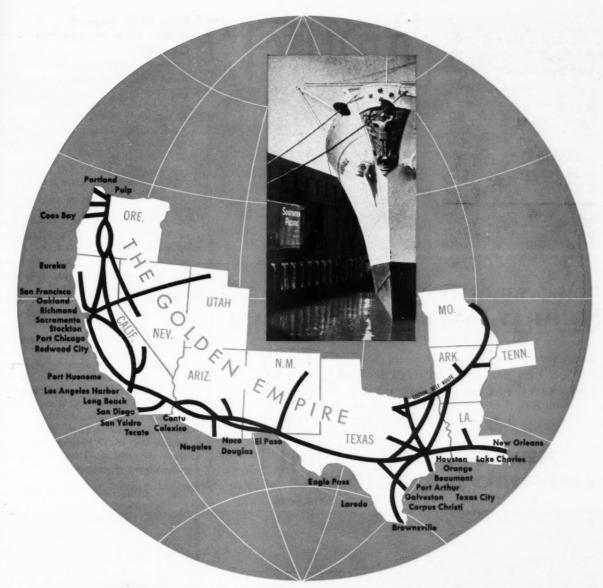
Sets the trend in the Dallas area for Design, Quality, Features and Livability.

Every Northgate Home has Tiled Entry Hall, Family Room-Den, Carpeting, Ceramic Tiled Glamour Bath, Large Patio, Wonderful Kitchen and many custom details usually associated with homes costing \$20,000.

Seven Furnished Model Homes and Sales Office open daily 'til dark. Phone BL 3-9284 or BL 4-9780. West on Freeway 183 to Storey Road Exit, Right 10 Blocks.

ODDEGATE

THE BIGGEST HOME VALUE IN THE ENTIRE DALLAS AREA!



35 GATEWAYS TO THE WORLD! CHOOSE YOURS

Whether you're sending goods abroad or receiving inbound freight, you can take your choice of 35 ports of entry when you route your shipments via Southern Pacific.

These world gateways that S.P. serves include 15 waterfront ports on the Pacific Coast, 10 more on the Gulf, and 10 U.S.-Mexico border crossings.

Each year, on the average, 5 million tons of importexport goods move to and from these ports over our 14,900-mile rail system. And our trucking subsidiaries provide connecting service over 25,000 miles of highway.

We offer special services, too

With nearly a century of experience in handling foreign freight, S. P. can solve almost any shipping problem.

Maybe you'd like information on sailing schedules. Or on customs regulations, marine insurance, warehousing. S.P. traffic representatives can get the answers for you fast. They are thoroughly familiar with all the complicated procedures of handling import-export freight.

And our Specialized Operations Department can show you ways to avoid damage, save money on crating and loading, and take advantage of incentive rates.

Why not test these advantages by routing your next foreign shipment over Southern Pacific? Just call your S.P. freight representative. We sincerely believe you'll find our combination of experience, facilities, and service to world ports unmatched by any other domestic carrier.

Southern Pacific

serving the West and Southwest with
TRAINS • TRUCKS • PIGGYBACK • PIPELINES

Solve ALL your transport problems call a Truck Leasing Specialist! LEASE a single unit or fleet 12 to 36 months. RENT a truck for any purpose by the hour, day or week. Economical! Transportation Complete - One or a Fleet

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EARL HAYES CARS and TRUCKS

real estate loans

MURRAY INVESTMENT COMPANY

1315 PACIFIC AVENUE DALLAS, TEXAS

Lease.....

Save Working Capital for Your OTHER Needs! With our new lease plan you can completely redecorate your office now and pay on a monthly basis to suit your pocketbook. Furnishings may be purchased for a nominal sum at the end of the lease period; or lease may be renewed. Check with us for details.

RI 8-9322

City Hall Report Dallas Fire Prevention Council

(Continued from page 47)

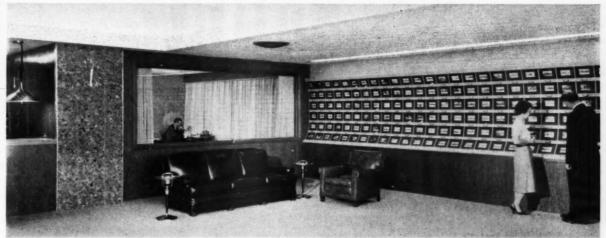
county. The very nature of the contest lends itself to a great deal of publicity and with dozens of girls entered in each local contest, thousands of persons are made aware of fire prevention week and the need for a year round program of fire safety education.

It was under Mr. Yeargan's chairmanship that the Fire Council and Fire Department began installing a fire prevention exhibit or booth at the State Fair of Texas. Although a limited budget resulted in the first two or three efforts being somewhat crude, the beautiful, colorful, eve-catching exhibits during recent years have been seen by hundreds of thousands of Dallas citizens.

In 1955, during the chairmanship of Russ Flowers, it became apparent that the membership of 45 was too large and unwieldy and that a lack of interest was evident because of inactivity. A special committee was appointed to analyze the purpose for which the council had been created and to make recommendations for a reorganization. As a result of this committee's recommendations, a resolution was passed in June, 1955, limiting membership to 21 persons plus the exofficio city officials. Three standing committees were recommended:

- a. A committee to maintain liaison and coordination with the Chief of the Fire Department.
- b. A committee to maintain liaison and coordination with the Building Inspector.
- c. A committee to maintain liaison and coordination with the Superintendent of Water Works.

Shortly after his appointment to the Council and election as its chairman, George Smith, Jr., named council members to these and other committees. The resulting coordination and cooperation with these three agencies most closely allied in work relating to fire prevention, has resulted in many improvements in procedures and eliminated much duplication of effort. At present the Fire Council is making arrangements for a series of television programs in an effort to call to the attention of our citizens those things most apt to cause fires. This small group of dedicated men and women who have and are serving on this semi-official advisory board have contributed much to the Fire Department and to the city of Dallas.



Bob Hardy Company, Realtors 250 Preston Royal Shopping Center

LIGHTING The Way to Quicker Home Sales

The Bob Hardy Realty Company uses planned lighting and a unique method of display to help prospective home buyers shop with ease. Photographs of available homes are displayed in a massive "picturama" with location, size and value noted briefly under each picture.

A recessed fluorescent band light, with special reflectors, throws light downward on the pictures to make review and selection easy. After selection, you visit the homes from an easy chair as color slides guide you through the various rooms.

House hunting is enjoyable thanks to modern lighting and photography.

Modern businesses are profiting from varied uses of planned lighting. If we can help you with lighting for specific purposes, or any other lighting need, just give us a call. The number is RI 7-4011, Commercial Service Division.

DALLAS POWER & LIGHT COMPANY

Architect: G. Mallory Collins General Contractor: George F. Mixon Electrical Contractor: Werry Electric Company



ADVERTISERS IN THIS ISSUE

AND THEIR ADVERTISING AGENCIES

ACME BUILDING MAINTENANCE	31
ADLETA SHOWCASE COMPANY	71
Agency - Robert I. Preis Adv.	
AMERICAN HOME BAKERY	80
Agency - Raves, Dyke & Company, Houston	
AMERICAN AUTOMOBILE LEASING CORP	44
Agency—The Jordan Co. Adv.	21
A. C. ANDREWS COMPANY	
ARTHUR'S RESTAURANT Agency — Don L. Baxter, Inc.	65
ASSOCIATED FEDERAL HOTELS	52
Agency - John Peyton Dewey Co.	32
BEATTY ENGINEERING COMPANY	69
Agency - Hepworth Advertising Company	
BEDDOE PRINTING COMPANY	70
BENNETT PRINTING COMPANY	94
Agency - Paul Berry Company	
BLANKS ENGRAVING COMPANY	86
Agency - Brough Adv.	
BLUE DIAMOND CO.	53
Agency — James H. Susong Adv.	23
BOSCO BOLT, NUT & SCREW CO.	31
BRIGGS-WEAVER MACHINERY CO.	46
Agency - Paul Berry Company	
CAMPBELL & CAMPBELL, REALTORS	55
Agency - Delernett Advertising	
CANTEEN SERVICE OF DALLAS	63
Agency - Ted Workman A.w.	
CATTLEMEN'S STEAK HOUSE	
CENTEX CONSTRUCTION COMPANY	84
Agency - Glenn Adv., Inc.	
CLARKE & COURTS	35
Agency - Weekley & Valenti Adv., Houston, Tex	
OTTO H. COERVER COMPANY	33
COFFEE TIME, INC.	42
Agency-Warren K. Bredlow, Advertising	43
M. C. COLE, REALTOR	4
BILL COLEMAN, REALTOR	-
COTTON BOWLING PALACE	
DALLAS AERO SERVICE	
Agency - Ted Workman Adv., Inc.	
DALLAS ASSOCIATION OF INS. AGENTS	78
Agency - Ayres Compton Adv.	
DALLAS FEDERAL SAVINGS & LOAN ASSOC	54
agency - Taylor-Norsworthy, Inc.	
DALLAS PIONEERS 8-	
	91
DALLAS POWER & LIGHT COMPANY	
Ag ner - Rogers & Smith, Advertising	
Agner - Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD	50
Ag_ucv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY	50
Ag_ncv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising	50 59
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS	50 59
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD. DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY	50 59 56 42
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Agency — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC.	50 59 56 42
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS	50 59 56 42 42
AR_NCY — RORATS & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY AR_NCY — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY	50 59 56 42 42
AR_ncv — Rogers & Smith, Advertising DALLAS UNION SECURITIES COMPANY Agency — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv.	50 59 66 42 42 45
AR_NCY — RORATS & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY AR_NCY — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY	50 59 66 42 42 45
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Ag_ncy — Rominger Adv. S. L. EWING & CO. INC. Agency — Marvin Winsett Adv.	50 59 56 42 42 45 44
Ag. ncv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Agency — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv. S. L. EWING & CO. INC.	50 59 56 42 42 45 44
Ag_ncy — Rogers & Smith, Advertising DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv. S. L. EWING & CO. INC. Asency — Marvin Winsest Adv. EXCHANGE BANK & TRUST COMPANY Agency — James II. Susong Adv.	50 59 66 42 42 45 44 70
Ag. ncv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag.ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv. S. L. EWING & CO. INC. Arency — Marvin Winsel Adv. EXCHANGE BANK & TRUST COMPANY Agency — James II. Susong Adv. EXCHANGE PARK	50 59 56 64 42 42 45 44 70
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Ag_ncy — Rominger Adv. S. L. EWING & CO. INC. Asyncy — Marvin Winscht Adv. EXCHANGE BANK & TRUST COMPANY Agency — James II. Susong Adv. EXCHANGE PARK EXCHANGE PARK EXCHANGE PARK EXLINE-LOWDON COMPANY	50 59 56 64 42 42 45 44 70
Ag_ncy — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Ag_ncy — Rominger Adv. S. L. EWING & CO. INC. Arency — Marvin Winsett Adv. EXCHANGE BANK & TRUST COMPANY Ag_ncy — James II. Susong Adv. EXCHANGE PARK EXCHANGE	50 59 56 64 42 44 45 44 70 60 75
Ag_ncv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv. S. L. EWING & CO. INC. Asyncy — Martin II'mingth Adv. EXCHANGE BANK & TRUST COMPANY Agency — James II. Susong Adv. EXCHANGE PARK EXLINE-LOWDON COMPANY Agency — Hepworth Advertising Company FIRST FEDERAL SAVINGS & LOAN ASS'N	50 59 56 64 42 44 45 44 70 60 75
Ag. ncv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag.ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv. S. L. EWING & CO. INC. Arency — Marvin Winset Adv. EXCHANGE BANK & TRUST COMPANY Agency — James II. Susong Adv. EXCHANGE PARK EXLINE-LOWDON COMPANY Agency — Hepworth Advertising Company FIRST FEDERAL SAVINGS & LOAN ASS'N Agency — Ratcliffe Adv.	50 559 566 442 445 444 70 50 57
Ag_ncv — Rogers & Smith, Advertising DALLAS REAL ESTATE BOARD DALLAS UNION SECURITIES COMPANY Ag_ncy — Crook Advertising D' ELENA — RESISTOL HATS DORSEY COMPANY EASTMAN KODAK STORES, INC. EL CHICO RESTAURANTS ELLIS-SMITH & COMPANY Agency — Rominger Adv. S. L. EWING & CO. INC. Asyncy — Martin II'mingth Adv. EXCHANGE BANK & TRUST COMPANY Agency — James II. Susong Adv. EXCHANGE PARK EXLINE-LOWDON COMPANY Agency — Hepworth Advertising Company FIRST FEDERAL SAVINGS & LOAN ASS'N	50 559 566 442 445 444 70 50 57

FORT WORTH & DENVER RAILWAY	. 8
Agency - McBride Advertising, Fort Worth, To	0X.1
FRIENDLY CHEVROLET FRISCO RAILWAY	. 0
Agency - Warner & Toda, Inc., St. Louis, M.	10.
FRONTIER MANUFACTURING COMPANY	. 6
Agency - Ted Workman Adv., Inc.	
ARTHA GARZA	
GLEN OAKS DEVELOPMENT COMPANY	
GOODMAN PRODUCE	7
Agency — Bloom Advertising GRAND PRAIRIE SAVINGS & LOAN	
J. R. GRAY CO. INC.	
Agency-Jas. W. Huff, Advertising	
GREAT NATIONAL LIFE INS. CO.	6
Agency - Crook Adv.	
LEWIS GRINNAN & CO. MORTGAGE	
EBBY HALLIDAY, REALTORS	
HAUGHTON, HINES & TEMPLETON	5
Agency — Paul Berry Company	
EARL HAYES LEASING Agency — M. O. Rike, Jr., Adv.	9
JAMES HEREFORD & CO	40
HERTZ RENT A CAR	
HILLCREST STATE BANK OF UNIVERS:TY PARK	
Agency Heyworth Adv. Co.	
HOBBS TRAILERS (HYDEPAK DIV.)	66
Agency - Witherspoon & Assoc.,	
Fort Worth. Texas HOERNER BOXES INC.	0.0
JOE HOPPE & COMPANY	88
HUDSON & HUDSON	
Agency — Heqworth Adv. Company	0/
INDUSTRIAL PROPERTIES CORPORATION	56
leener - John Perton Dewey Adv.	-
INS-BANK ASSOCIATES	
JACKSON'S BUSINESS MACHINES	51
JAGGARS-CHILES-STOVALL	
JARDEE'S	
KELLY GIRL SERVICE	
LAKE MURRAY LODGE	82
Agency - Don L. Baxter Adv.	4.4
Agency — Walt Brownfield & Assoc.	00
J. W. LINDSLEY & COMPANY	54
LONE STAR CADILLAC CO.	
Agency - Rominger Adv.	
LOUANN'S	
JOE F. MABERRY & COMPANY	53
Agency — W. W. Sherrill Company MAJORS & MAJORS	
Agency—Bloom Advertising	33
MAYSE INDUSTRIAL EQUIPMENT CO	60
MERCHANTS RETAIL CREDIT ASSOCIATION	
MERCANTILE NATIONAL BANK AT DALLAS	96
Agency - Ratcliffe Adv.	
MESCO SYSTEM	45
METROPOLITAN-FEDERAL SAVINGS & LOAN ASSOCIATION	73
Agency - Auld Advertising	
HENRY S. MILLER COMPANY	79
Agency — Rominger Advertising	0.4
MIXON REALTY COMPANY	
MOORE-DEGRAZIER COMPANY	
KENNETH MURCHISON & CO.	62
MURRAY INVESTMENT COMPANY	90
Agency - Melton Advertising	
MUZAK SERVICE	
Agency — Bloom Advertising	3
SAM ROSS MCELREATH COMPANY	59

NATIONAL EMPIRE LIFE INS. CO	
NICOL SCALES INC.	. 87
Agency — Crook Advertising	00
NORTHGATE	
OLDHAM LUMBER COMPANY	
F. S. OLDT CO. Agency — R. B. Moreland & Co.	70
ORDWAY-RUTHERFORD-CARLIN CO.	55
ORKIN EXTERMINATING CO. INC.	
PRESBYTERIAN BOOK STORE	
JIM RANDOLPH & COMPANY	
RELIANCE LIFE & ACCIDENT INS. CO	
Agency - R. B. Moreland & Co.	
REPUBLIC NATIONAL BANK OF DALLAS	27
Agency - Glenn Adv., Inc.	
ROBERTS LITHO COLOR PLATE CO	
FRANK ROGERS & SON	
ROGERSNAP BUSINESS FORMS	81
CURTIS SANFORD REAL ESTATE	71
SHERATON-DALLAS HOTEL	
Agency - Don L. Baxter, Inc.	30
SKYLINE INDUSTRIAL VILLAGE	76
Agency - Rogers & Smith Adv.	
SOUTHERN PACIFIC LINES	89
Agency — Foote, Cone & Belding Adv., San Francisco, California	
SOUTHERN TRUST & MORTGAGE COMPANY	87
SOUTHLAND LIFE INSURANCE COMPANY	
Agency - Delernett Adv.	
SOUTHWEST ADVERTISING & MARKETING	11
SOUTHWEST PRINTING COMPANY	45
SOUTHWESTERN LIFE INS. CO	13
Agency - Tracy-Locke Adv.	
SPARKMAN-BRAND INC. Ag:ncy — Thomas R. Leslie, Advertising	12
CTENNARY OFFICE CURRING	41
Agency - Grant Advertising	
R. M. TACKER COMPANY	85
W. A. TAYLOE CO.	80
Agency - Hepworth Adv. Company	00
TEXAS BANK & TRUST CO	10
Agency - Sanders Advertising	
TEXAS DELIVERY WAREHOUSE	68
Ag ncy-James H. Susong Adv. TEXAS DISTRIBUTORS INC.	
Agency—DeLoach Advertising	38
TEXAS EMPLOYERS' INSURANCE ASSOC	75
Agency - Bevel Associates	
TEXAS OFFICE FURNITURE COMPANY	90
Agency - The McCarty Company of Texas	
HOMAS OPTICAL COMPANY	85
TISHMAN REALTY & CONSTRUCTION CO	45
Agency - Bloom Advertising	05
TOBIN REALTY COMPANY	41
Agency - Walt Brownfield & Assoc., Inc	
TOWNE INDUSTRIAL EQUIPMENT COMPANY	61
Agency - Taylor-Norsworthy Inc. Adv. J. M. TUTTLE COMPANY, REALTORS	73
UNITED FIDELITY INS. CO.	44
Agency - Sanders Advertising	
VINOY PARK HOTEL	68
Ag ncy — Griffith Adv. Agency, Inc. St. Petersburg, Fla.	
	72
WEATHERBY AIR CONDITIONING	
WESTERN HILLS INN	72
Agency—Wm. F. Jary Co., Fort Worth WILHIDE EQUIPMENT CO. INC	41
Agency - Hepworth Advertising Company	
WINDSOR PROPERTIES, INC.	4



1857 Sanger Bros.

In Texas

Opened Dallas Store in 1872

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1872 Dallas Transit Company

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation, and Distribution

1875 First National Bank in Dallas

1878 National Bank of Commerce

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1009 J. W. Lindsley & Company Real Estate and Insurance

1890 William S. Henson, Inc.

Fleming & Sons, Inc.

Manufacturers — Pape and Paper Products

1897 Anderson
Furniture Co.
Pallas' Oldest Furniture Store



LOOKING EAST FROM THE COURT HOUSE TOWER

THIS sweeping view of Dallas from the Court House Tower in the early nineties contrasts sharply with its modern skyline. The dominance of the horse in Dallas transport of the period shows up on the streets and Ben Cabell's Livery Stable in the right foreground. Several years before, in 1889, the pioneer real estate firm of J. W. Lindsley & Company began operations in a small office on Poydras Street behind the building now occupied by the National Bank of Commerce. The city of Dallas at that time had a population of about 45,000 and the 1890 census would record a Dallas County population of 67,042. Even then, the trend of downtown Dallas development was moving Eastward. Moving with this trend J. W. Lindsley & Company moved to 109 Main Street in the early twenties and occupied that location until June of 1958. At that time the firm moved to its present location 2108 Main Street, another definite move East. Through the years J. W. Lindsley & Company has expanded its operations to serve the needs of Dallas. Now in its Seventy-First Year, the firm operates one of the largest rental and property management departments in the Southwest and also maintains a general insurance agency along with its general real estate business.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

Sparkman-Brand
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1902 Cullum & Boren

Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1898 Praetorian Mutual Life Ins. Co. (Formerly The Praetorians)

1903 Smith's Detective Agency Burglar Alarm, Fire Alarm Radio Patrol Service

1907 A. C. Horn & Company
Commercial and Structural Sheet Metal

1907 Smith-Perry Electric Co. Wholesale Electric Supplies

1908 Pure Ice & Cold Storage Co.

1911 W. W. Overton & Co.

1914 Texas Employers Insurance Ass'n.
Workmen's Compensation

1915 Dallas County
Physicians &
Nurses Registry

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